VOGUE

NEW FASHIONS
For NOW *and*
NOW ON

IDEAS—
Not too late for
CHRISTMAS

ADVANCE RETAIL TRADE EDITION

Incorporating Vanity Fair

December 1949

Price 50 Cents in U. S. and Canada
$1.00 All Other Countries

COPYRIGHT 1949, THE CONDÉ NAST PUBLICATIONS INC.

Bates FABRICS

"LOOMED TO BE HEIRLOOMED"

Winter wonder!

A welcome change of pace for your own room this winter (and a divine inspiration for Christmas giving), Bates laurel-patterned "Antoinette" bedspread and matching draperies with their warmth of color, richness of texture. Marvelously effective in a series of French toile shades . . . red, rust, blue, yellow, green —each lovely, lasting, endlessly launderable.

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13

VOGUE TRADE EDITION

December

"NEW FASHIONS FOR NOW AND NOW ON":

strong, new selling plan for December

Give "NEW FASHIONS FOR NOW AND NOW ON" every promotional possibility to go to work for your store. Forward-looking fashions such as Vogue editors show (pages 132 through 143) can very well add a notable plus to December sales—and continue for "months beyond". Study Vogue pages for "a first choice among them". Alert selling personnel to the importance of these fashions: "High Red"—a now-through-summer fashion/colour . . . "Butterscotch: tones clearly without season, without location limit" . . . VOGUE SAYS: "Light wool dress—sub-coat now, months to come"* . . . Incoming evening separates have "new elegance, new importance"—many, a spring-summer future . . . Coats that "travel, fill in between furs, go on for seasons" (i.e. a finger-tip length or tweed coat) . . . Jersey, worsted or taffeta suits "for the active list three seasons out of the four".

PLEASE NOTE!

This Trade Edition of Vogue is available only to retailers and manufacturers of women's ready-to-wear and accessories. It is not sold on newsstands. Prices quoted are wholesale and intended only for retailers.

resort clothes:

"GOING TO THE TROPICS?" (pages 102 through 111) reports "three strong new themes . . . there is a new feeling for wrapped clothes"—wrapped pants with sleek good looks and comfort—their selling points. "One of the best bathing suits of all time" (wool) has a new "envelope-fold". Vogue editors show a feminine trend in resort fashions: short pleated skirts rival shorts; beach jumpers are news; pretty details are noted, generally. The "Chanel-like line" is an interesting revival. Present it in "unwaisted shirts", bathing suits—both are good. All three resort themes bear watching for potential sales significance next summer.

and don't miss:

"STOCKING PRESENTS" (pages 130 and 131): "stockings (an idea in themselves)", plus gifts of perfume, jewellery. Direct promotions of this merchandise to the last-minute shopper.

"VOGUE'S EYE VIEW OF IDEAS NOT TOO LATE FOR CHRISTMAS" (page 81): "eleventh-hour suggestions—good ones for your institutional Christmas advertising.

"FOR A DÉBUT: WHITE MISTS" (page 94): favourites of the young—floor-length bouffant dresses, with net the predominating "mist".

"SOMALI LEOPARD SUIT JACKET" (page 100): news—"it cleaves as though it were of cloth".

"TWO NEW NYLONS" (pages 162 and 163): both with "the supple softness of crêpe de Chine".

**REPRINTS OF THIS QUOTATION MAY BE ORDERED WITHOUT CHARGE—PAGE 6, THIS TRADE EDITION.*

COPYRIGHT 1949, THE CONDÉ NAST PUBLICATIONS INC., PRINTED IN U. S. A.

VOGUE IS PUBLISHED SEMI-MONTHLY, EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC., BOSTON POST ROAD, GREENWICH, CONNECTICUT. EDITORIAL AND ADVERTISING OFFICES: 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT GREENWICH, CONNECTICUT, UNDER THE ACT OF MARCH 3, 1879. THE TRADE EDITION OF VOGUE IS AVAILABLE TO RETAILERS AND MANUFACTURERS OF WOMEN'S READY-TO-WEAR APPAREL AND ACCESSORIES BY SUBSCRIPTION PLACED DIRECT WITH THE PUBLISHER.

TRADE EDITION SUBSCRIPTION RATES:
$10.00 FOR 2 YEARS, $6.00 FOR 1 YEAR
TO POINTS OUTSIDE CANADA, U.S.A. AND POSSESSIONS:
$15.00 PER YEAR

ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES

VOGUE, DECEMBER, 1949, VOL. 114, NO. 8

HELP CUSTOMERS PLAN TRAVEL WARDROBES

Here:

suggested wardrobes to go four ways, by four means

W

MOTOR TO MEXICO

TRAVEL CONDITIONS: The highways in the United States are the best—and Mexico now has paved roads to most points of interest. Take Pan American Highway from Laredo, Tex., to Mexico City.

REQUIREMENTS: A Tourist Permit—give proof of your American citizenship to the authorities of any Mexican Consulate or Immigration Office located in most border towns.

A Smallpox Vaccination Certificate—needed for re-entry into the U. S.

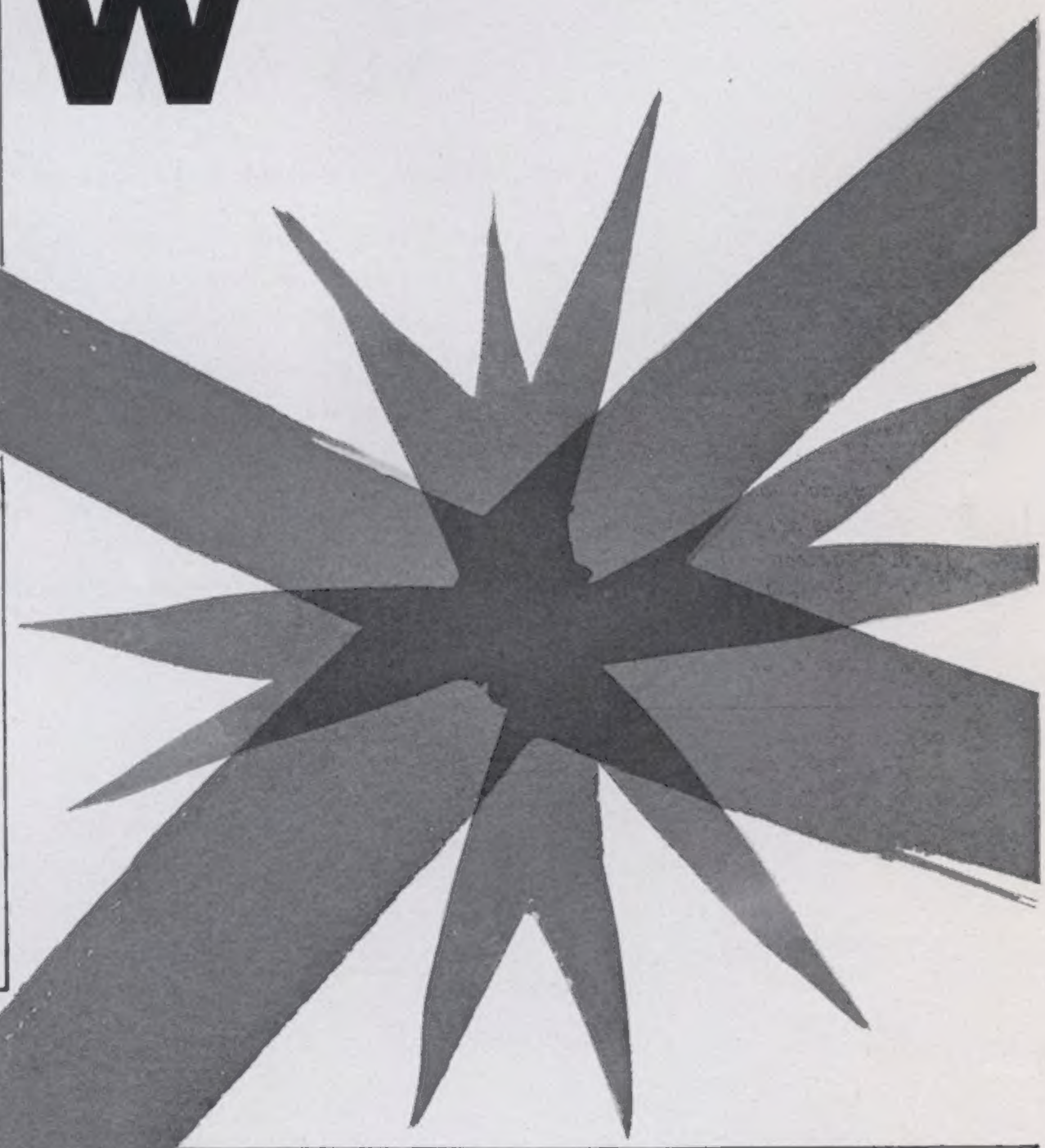
To clear your car through the Mexican customs, present driver's license and evidence of ownership.

LUGGAGE: Three pieces for a month's trip; one large case, a small one for overnight stops, a "hanging pack" (often designed for cars, and helps keep clothes wrinkle-free).

SUGGESTED WARDROBE: Be prepared for varied climates—take town-to-country clothes.

1 warm topcoat
1 lightweight jacket
1 travel suit
1 lightweight town suit
1 extra suit
Tops: 1 pullover sweater
1 cardigan
3 blouses,
(preferably "wash-your-own")
1 wool jersey dress
1 extra daydress
2 late-day dresses
1 evening dress
1 sun dress
1 pair of shorts
1 pair of slacks or dungarees

2 cotton sports shirts
1 bathing suit
Shoes: 1 pair of suit shoes
1 pair of suède shoes for late-day
1 pair of evening slippers
1 pair of low-heel sports shoes
1 pair of beach sandals
Hats: 1 travel hat of felt or velveteen
1 soft hat
1 linen or straw
Handbags: 1 travel carry-all
1 smaller bag, 1 late-day bag
1 evening envelope
Washable Gloves
Soft slippers, 1 silk robe
Comfortable lingerie



CRUISE TO THE WEST INDIES SOUTH AMERICA

S

TRAVEL CONDITIONS: Most cruise ships have complete luxe hotel service. Accommodations are at a premium, make well in advance.

REQUIREMENTS: A Passport—apply in person to nearest Passport Office. A Smallpox Vaccination Certificate—needed for re-entry into the United States. In some places a Health Certificate and a Police Certificate are also required.

LUGGAGE: Some steamship lines allow 250 pounds, others ask that luggage not occupy more than 20 cubic feet of space. Both requirements allow more than enough luggage. One medium-sized trunk, one large suitcase, an overnight case, and a bottle kit should be sufficient for a month's cruise.

SUGGESTED WARDROBE: Take clothes that will go from ship to shore—from cool to tropical climates.

1 warm topcoat
1 short jacket, wool or fur
1 warm tweed suit
1 extra suit, lightweight
Tops: 1 pullover sweater
2 cardigans
2 silk blouses
1 wool jersey top
2 day dresses, cool fabrics
3 after-five dresses
3 evening dresses

1 cotton sun dress
2 pairs of shorts
1 pair of slacks
3 cotton sports shirts
2 or 3 bathing suits
Shoes: 1 pair of calf pumps
1 pair of walking shoes
1 pair of late-day shoes
1 pair of evening sandals
1 pair of sneakers
(or soft-soled play shoes)
1 pair of low-heel sports shoes

Hats: 1 travel hat
2 summery hats of linen, or any easy-to-pack fabric
1 sun-shade hat
Handbags: 1 travel bag
1 afternoon, 1 evening bag
1 straw carry-all
1 bag of linen or Shantung
Washable gloves—cotton, linen, string
Bright coloured scarfs, stoles
1 silk robe, cool lingerie

TRAIN TO NORTHERN WINTER RESORTS

TRAVEL CONDITIONS: In some cities there are special trains for short jaunts to nearby ski slopes. For longer trips there is usually more than one "crack" Express at your disposal.

REQUIREMENTS: To cross the border to Canadian ski resorts take proof of American citizenship, and definite means of identification for re-entry into the United States.

LUGGAGE: One large suitcase, one small one, and perhaps a rucksack (a good way to carry your ski boots, overshoes) will hold a wardrobe for a two to six weeks' visit.

SUGGESTED WARDROBE: There must be variety in weights of ski clothes. A good skier is as prepared for hot sunny days as cold blustery ones. Clothes should be well tailored, of good water-repellent fabrics.

1 warm greatcoat of fur, tweed
1 travel suit, 2 pairs of ski pants
1 classic ski jacket
1 hooded parka, lightweight, to wear over sweaters
2 medium-weight pullover sweaters
1 extra heavy pullover sweater
2 wool shirts
1 wool helmet—should cover ears
1 pair of wool under-mittens and a pair of poplin or leather over-mitts
6 pairs of woollen socks—three lightweight, three heavy
2 sets of ski underwear
GAY SEPARATES FOR AFTER-SKI WEAR:
1 just above-ankle skirt
2 day-length skirts
2 pair of slacks in wool or velveteen
2 cardigans (cashmere-type)
3 tops to change off or combine with sweaters
Scarfs and stoles to add warmth/colour
Shoes: 1 pair of ski boots
1 pair of walking shoes
1 pair of after-ski shoes, perhaps slip-on boot type
1 pair of slippers
Overshoes, fur or wool lined
Hats: 1 travel hat
A warm jersey helmet
Handbags: 1 travel satchel
1 smaller casual bag
A small bag to fit on ski belt to hold tow fees
A soft woollen robe, warm lingerie

N

Useful Extras Traveling clock, Portable iron, Umbrella for sun or showers, Easy-to-pack raincoat, Sun glasses, Hot water bottle, Camera, A good guide book, A travel log, Thermos bottle, Small flashlight, Canasta set, Aspirin

FLY TO EUROPE

TRAVEL CONDITIONS: Many airlines have new luxury ships. Winter rates are effective until late March, make round trip fares a third less than during the summer.

REQUIREMENTS: A Passport—apply in person to the nearest Passport Office. A Smallpox Vaccination Certificate—needed for re-entry into the United States. Visas—required by some countries.

LUGGAGE: Free of charge: 66 pounds. Take one large lightweight suitcase, one medium-size, a small case for cosmetics.

E

SUGGESTED WARDROBE: There is still a scarcity of fuel, *very warm clothes* are often needed for most European countries.

1 warm overcoat of cloth or fur. (If your coat is cloth, take a fur jacket for evening wear.)
1 tweed suit for traveling
1 extra wool suit—preferably dark
2 wool day dresses
2 late-day dresses, or one silk suit and one dress
1 dinner dress
1 evening dress
Tops: 2 pullover sweaters
1 cardigan, 1 wool jersey blouse
1 heavy silk blouse (All washable)
Shoes: 1 pair of calf pumps
1 pair of comfortable walking shoes
1 pair of suède shoes for late-day, informal evenings
1 pair of evening slippers
Hats: A travel hat
2 easy-to-pack hats
Handbags: 1 travel satchel
1 suède town bag, 1 evening bag
Washable gloves of fabric or leather
Bright coloured scarfs and ties
1 lightweight wool robe, travel slippers
Warm, easy-to-launder lingerie

. . . and always, when in doubt, consult your store's travel agent!

Additional copies of this chart are available for $1.00 for 50 copies. Write Vogue Merchandising Service, 420 Lexington Avenue, New York 17, New York.

©1949, THE CONDÉ NAST PUBLICATIONS INC.

Hang spring blouse sales on fashion

Feature Fabrics
Check Colours
Display Details

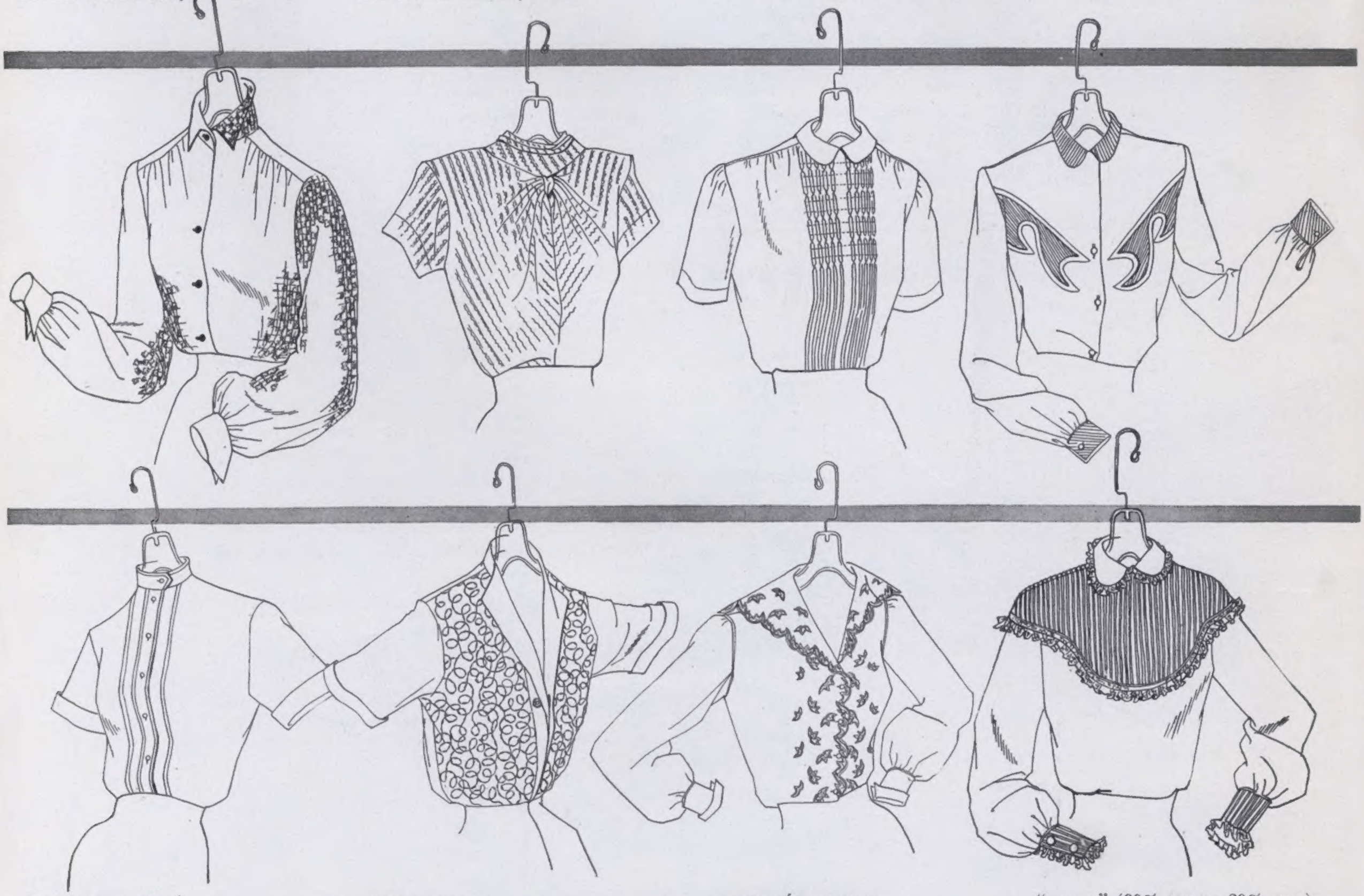
Hanging here:
16 top fashions for suits,
for separates, for sales.

SILK SURAH
White with blue, yellow, others.
Sizes 32 to 38; #1533; $5.75.
Delivery: 3 to 4 weeks
ADELAAR BROTHERS, INC.
525 Seventh Avenue, N. Y. C.

NYLON "SHIRLON"
White, magnolia, pink, navy blue.
Sizes 30 to 38; #750; $6.75.
Delivery: December/January
MORLOVE, INC.
525 Seventh Avenue, N. Y. C.

IMPORTED IRISH LINEN
White with white hand detail.
Sizes 32 to 38; #2000; $4.75.
Delivery: February/March
SIDNEY HELLER COMPANY, INC.
525 Seventh Avenue, N. Y. C.

ITALIAN SILK
Cocoa, beige, aqua, others.
Sizes 10 to 20; #896LS; $10.75.
Delivery: December
ROYAL HIGHNESS
151 West 40th Street, N. Y. C.



BATISTE WITH PIQUÉ
White, pink, blue, maize.
Sizes 32 to 38; #2020; $36.00 dozen.
Delivery: January/February
ROJAY BLOUSE & SPORTSWEAR CO.
1410 Broadway, N. Y. C.

NYLON SHEER
White with white embroidery.
Sizes 32 to 40; #7157; $60.00 dozen.
Delivery: December 15
W. R. WOODARD COMPANY
860 South Los Angeles Street
Los Angeles, Calif.

APPLIQUÉD ORGANDIE
White with white appliqué.
Sizes 10 to 18; #219; $8.75.
Delivery: January
GREGORY & GOLDBERG, INC.
20 West 37th Street, N. Y. C.

"NYSILA" (80% NYLON, 20% SILK)
Black, white. Sizes 32 to 38;
#506; $93.00 dozen.
Delivery: December/January
MISS SWANK, INC.
112 Madison Avenue, N. Y. C.

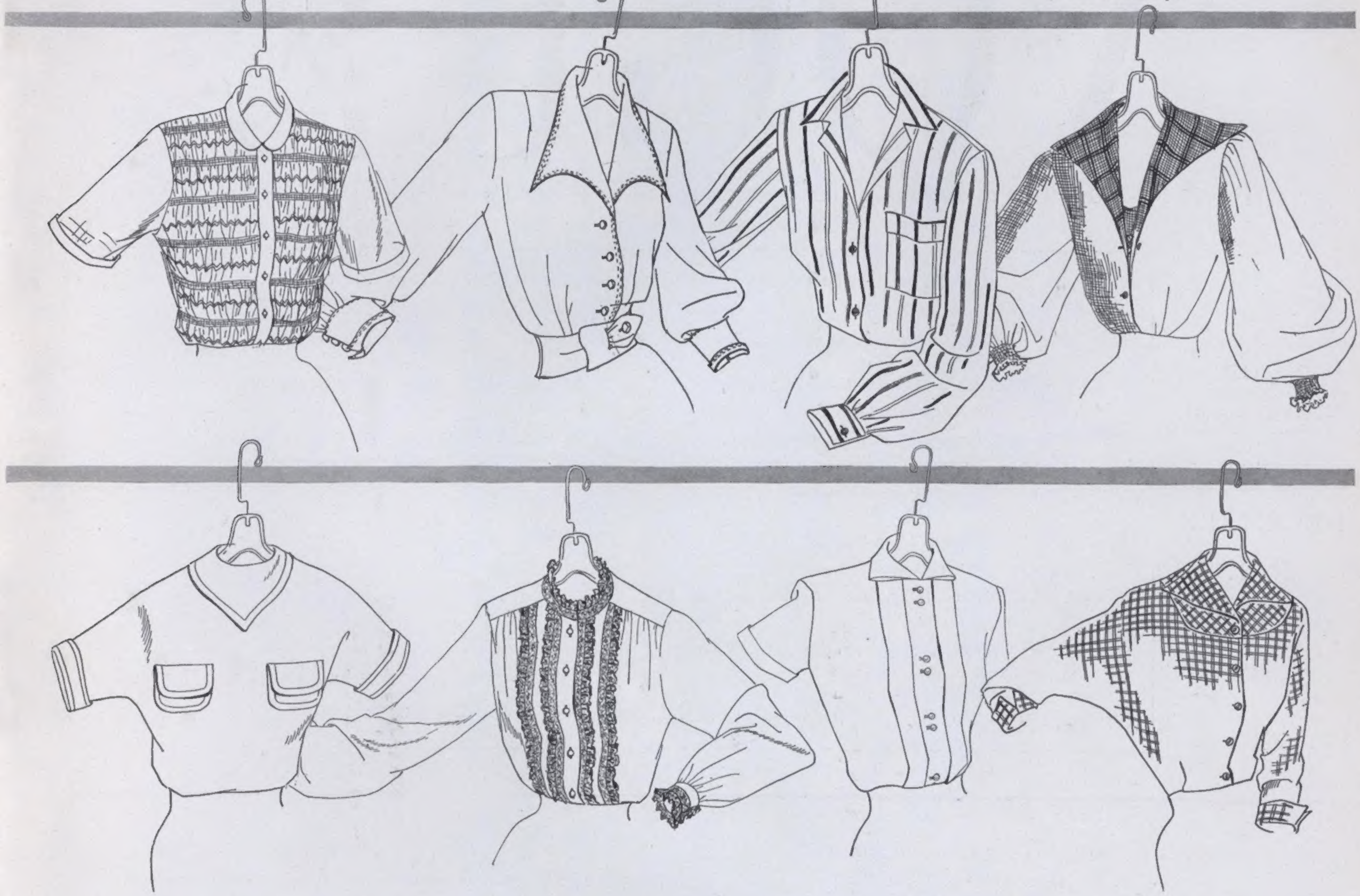
All prices quoted are wholesale.

SHIRRED SHEER NYLON
White, navy, pink, bamboo.
Sizes 30 to 38; #622; $6.75.
Delivery: December
SIR JAMES, INC.
217 East 8th Street
Los Angeles, California.

CELANESE "ALLURACEL"
White, beige, blue, others.
Sizes 12½ to 24½; #611; $6.75.
Delivery: 10 days to 2 weeks
By Mynette, THE GOTTFRIED CO.
1778 East 30th Street
Cleveland, Ohio.

STRIPED PURE SILK
Beige with red and blue stripes.
Sizes 10 to 20, 38 to 42;
#1010; $102.00 dozen.
Delivery: December
MCMULLEN
475 Fifth Avenue,
N. Y. C.

COMPANION GINGHAMS
(Shown over matching bra)
Red, black, blue on white.
Sizes 10 to 18; #3226; $5.75.
Delivery: December
"Sun Clothes" designed by
FRANCES SIDER
1384 Broadway, N. Y. C.



IMPORTED IRISH LINEN
White, natural, blue, others.
Sizes 10 to 20; #347; $7.75.
Delivery: as ready
HAYMAKER
498 Seventh Avenue, N. Y. C.

"SANCHU" RAYON CRÊPE
Pink, white, magnolia.
Sizes 30 to 38; #8211; $5.75.
Delivery: December/January
ECLIPSE MFG. CO. OF SEATTLE
1441 Broadway, N. Y. C.

"FROSTELA" RAYON
Lime, grey, pink, white, others.
Sizes 32 to 38; #560; $3.75.
Delivery: 2 weeks
VANITY BLOUSE & SPORTSWEAR, INC.
525 Seventh Avenue, N. Y. C.

PLAID CHAMBRAY
Red, blue, green on white.
Sizes 32 to 38; #1522; $30.00 dozen.
Delivery: 10 days
Joan Kenley
MITCHELL & WEBER, INC.
1372 Broadway, N. Y. C.

Feature Fabrics

Spring-sheers: nylon
and nylon combinations.

Texture interest: linen.
More pure silks (many imports).
New weaves: rayons.

Cottons—from gossamers
to ginghams.

Check Colours

White, as always.
New white: off-white.

Pale, clear pastels.
Rich lilac, blue-greens.
White-ground plaids.
Small prints continue.

Display Details

Cuff-interest in most long
or three-quarter sleeves.
Big young fashion: sleeveless.

Small collars—"little boy",
mandarin, narrow convertible.
Spot news: wide-flaring shapes.

Yoke-interest via appliqué,
tucks, lace, embroidery.

All prices quoted are wholesale.

To sell fashion, quote

VOGUE

Use these quotations in your advertising and/or on window or departmental cards.

YOUR RELEASE DATE: DECEMBER 2ND.

THESE "VOGUE SAYS" CARDS MAY BE ORDERED WITHOUT CHARGE.

a. on 16" x 20" unmounted display sheets *b. on 12" x 15" mounted display sheets* *c. on 5" x 7" tent cards for counters*

Check the number and type of each card wanted and return this coupon to us, please (12/1)

VOGUE SAYS: *"Light wool dress—sub-coat now, months beyond"*
a ☐ *b* ☐

VOGUE SAYS: *"New shirtwaist dress—bloused, narrow-falling"*
a ☐ *b* ☐

VOGUE SAYS: *"Fingertip-length coat goes on for seasons"*
a ☐ *b* ☐

VOGUE SAYS: *"The tweed coat travels, fills in between furs"*
a ☐ *b* ☐

VOGUE SAYS: *"Wool jersey suit—dress-sleek under furs"*
a ☐ *b* ☐

VOGUE SAYS: *"Evening separates have new elegance, new importance"*
a ☐ *b* ☐ *c* ☐

VOGUE SAYS: *"High red—new fashion for now and now on"*
a ☐ *b* ☐ *c* ☐

VOGUE SAYS: *"Butterscotch—new fashion for now and now on"*
a ☐ *b* ☐ *c* ☐

NAME_____

STORE NAME_____

ADDRESS_____

Vogue Merchandising Service, 420 Lexington Avenue, New York 17, N. Y.

To sell "New Fashions for Now and Now On"

DRESSES

VOGUE SAYS: "A word of white—piqué collar on a dark blue dress"
VOGUE SAYS: "Mid-season minute fashion—close coat dress"
VOGUE SAYS: "News—burlap with the character and cut of tweed"
VOGUE SAYS: "Uncomplicated dress—fashion for mid-season, months beyond"
VOGUE SAYS: "Pleat-skirted shirtwaist dress—a this-season favourite"
VOGUE SAYS: "After-day fashion for now and now on—taffeta shirtwaist"
VOGUE SAYS: "All-time fashion—silk shirtwaist dress"
VOGUE SAYS: "A linen dress launches a summer wardrobe"
VOGUE SAYS: "Today's restaurant dress has a spring-summer future"
VOGUE SAYS: "Luncheon-dinner-theatre suit—taffeta, black and rich"

SUITS AND COATS

VOGUE SAYS: "New suit line—neckline dropped for pearls, prettiness"
VOGUE SAYS: "A pointed-jacket suit is on the three-season active list"
VOGUE SAYS: "Sailor-collar suit for now and now on"
VOGUE SAYS: "New fluid-figure-line coat has an easily-belted waist"
VOGUE SAYS: "Arriving now—the new fluid line"

EVENING SEPARATES

VOGUE SAYS: "New evening partners—chiffon halter, brocade skirt"
VOGUE SAYS: "Young dance separates—winged halter, wide skirt"
VOGUE SAYS: "Dinner shirt-and-skirt—white lace, black taffeta"
VOGUE SAYS: "The short evening dress may be often made of two parts"

To sell resort fashions

VOGUE SAYS: "Skin-tight swim suit—tightest through the bodice"
VOGUE SAYS: "Flatness—a new-again idea in bathing suits"
VOGUE SAYS: "A brief white sweater—news to knitted wool swim suits"
VOGUE SAYS: "Resort-and-later news—wrapped pants, calf-length"
VOGUE SAYS: "One-piece playsuit idea—tied at leg and neck"
VOGUE SAYS: "New beach-and-sun theme—pleats, finely tucked"
VOGUE SAYS: "News—pleated skirts instead of shorts"
VOGUE SAYS: "Corrugated pleats for a short straight dress"
VOGUE SAYS: "Young fresh look—long-waisted shirt, hanging straight"
VOGUE SAYS: "Resort idea—unwaisted shirt, a yard long, blazing white"
VOGUE SAYS: "Happy resort plan—button-on beach jumpers"
VOGUE SAYS: "Resort idea—long-waisted shirt, a fraction of shorts showing"
VOGUE SAYS: "New series—finely pleated beach clothes"
VOGUE SAYS: "News—bathing suits with little-boy bodices"

To sell Christmas gifts

VOGUE SAYS: "Christmas stocking present—warm-hearted perfume"
VOGUE SAYS: "Idea for Christmas giving—gilt and make-believe pearl bracelet"
VOGUE SAYS: "There's still time for the pretty Christmas gesture"
VOGUE SAYS: "There's still time for the practical Christmas inspiration"
VOGUE SAYS: "It's not too late for Christmas notes"

KAY BELL

BERGDORF GOODMAN
5th AVE. at 58th ST. • NEW YORK 19
ON THE PLAZA

Angel Fair

Exclusive tea-and-twilight coat of imported rayon brocade, cutaway pleated panel of silk chiffon, in frosted pink or mauve. Sizes 10 to 16, $185.
From our Christmas-on-the-Hearth Collection of Negligées and Homecoats, Second Floor.

Lilli Ann of san francisco

HURRELL PHOTOGRAPH—HAT BY MR. JOHN

Lilli Ann of San Francisco dream-tailors suits over custom-innerbodies . . . lines the skirts half-way . . . dramatizes the details . . . as in this marvelous new go-everywhere suit for spring, one of an exciting "fashion news" collection. The triple collar and jutting pockets have tremendous dash . . . the jacket lines are easily elegant, the skirt pencil-slim . . . the fabric is Lillasheen, a fine lustrous gabardine woven specially for Lilli Ann . . . the colors are divine. It comes in sizes 10 to 20 . . . about seventy dollars at fine stores everywhere.

"of san francisco"
city of sophisticates and superlatives
. . . of longest bridges and
suddenest hills, and
fairest flowers
and smartest women.

FOR NAME OF STORE NEAREST TO YOU, WRITE LILLI ANN, 973 MARKET STREET, SAN FRANCISCO

VOGUE incorporating Vanity Fair is published semi-monthly except for the months of January, June, July and December, when it is published monthly by The Condé Nast Publications Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscriptions $7.50 a year in U. S. A.

Vol. 114, No. 10
Whole No. 1840

"Night Flight"

Bendel Original of moonlit white and fawn chiffon...

black with red or green...flutter of plumage in echoing shades.

From our immediate wear north-south collection, $265.

George Platt Lynes

Henri Bendel
10 WEST 57
NEW YORK 19 NY

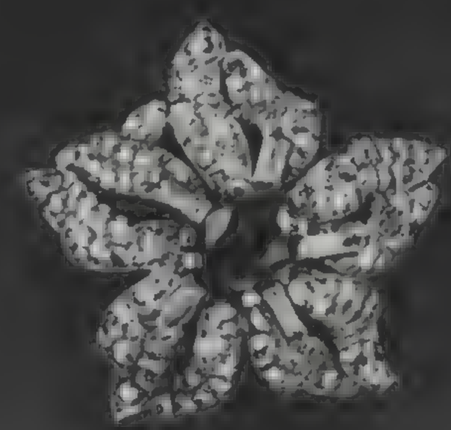
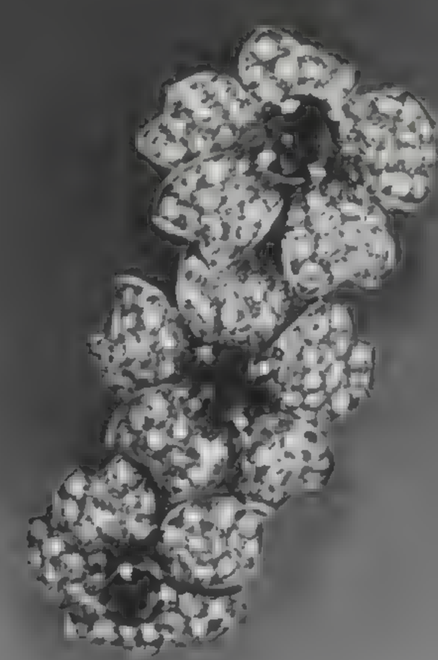
Sheila Lynn
Every lithe line of design spells Paris . . .
with stark ebony buttons to dot the "i." All licorice
accents against the totally unexpected brightness of a superb
tissue faille dyed to bon bon pastels. Pink, blue,
champagne, navy or black. Each about $35
SAKS FIFTH AVE
NEW YORK
HALLE BROTHERS
CLEVELAND
JULIUS GARFINCKEL
WASHINGTON, D. C.
THALHIMER'S
RICHMOND, VA.
CITY OF PARIS
SAN FRANCISCO
BEST APPAREL
SEATTLE
RICH'S
ATLANTA, GA.
AT FINE STORES EVERYWHERE OR WRITE SHEILA LYNN, N. Y. 18, N. Y.

A Completely New Fragrance.... by Dana

It has long been the deepest desire of Dana to go beyond the acknowledged powers of perfume . . . to do more than glorify, by surrounding a lovely woman with a glittering veil of fragrance. . . . For Dana believed that perfume could be more than an intriguing accessory . . . somewhere, there must be a hidden essence which could spring the panels to unexplored realms of soul-sweeping excitement. A perfume to conjecture visions of what might be—in mysterious shadows ahead. . . . Voodoo is that vision. Here at last, a perfumed lure to the imagination, a delirious promise of pleasures formerly unexplored. For Voodoo is never unobtrusive . . . its fervent essence stirs, challenges, activates the emotions. Volcanic Voodoo awakens the awareness of all those about you . . . and like a vision of the far beyond, leaves them never quite the same. Voodoo is a completely new perfume. There is nothing like it—there never *has been* anything like it for it contains newly discovered essences never used in perfume before.

Copyright, Dana Perfumes, Inc., 1949

Cartier
Internationally Renowned Jewelers Since 1847

New Clips by Cartier

Distinctive flower designs in diamonds—some with rubies, emeralds or sapphires.

FIFTH AVENUE AND FIFTY-SECOND STREET

PARIS NEW YORK LONDON

Swansdown®

In Forstmann's Milateen. Sizes 10 to 20. About $75. At one leading store in your city.

Morris W. Haft & Brothers, Inc., 500 Seventh Avenue, New York 18, N. Y.

RAWLINGS
LARRY ALDRICH
NEW YORK
to grace the American scene...
off-shoulder allure in Heller wool jersey
with silk-lined stole... in pulsing
tropic colors. About $70. At fine stores
everywhere. In New York at LORD & TAYLOR,
in Detroit at J. L. HUDSON.

Repartee

An engaging new perfume . . . witty, expansive, lasting . . . a moving experience that makes imagination twinkle. Repartee is available in de luxe presentations . . . also in purse-size flacons.

A NEW Lenthéric perfume

MADE IN FRANCE

©1949, Lenthéric, Inc.

"As You Like It"

HOSIERY

A bewitching color magic is captured in every glamorous pair of "As You Like It" Hosiery. And this magic blends with and brings out the fascinating tones of your own skin! You'll find "As You Like It" stockings as sturdy as they are sheer, as finely fitting as they are flattering. Ask for full-fashioned "As You Like It" Hosiery at better stores everywhere. $1.35 to $1.95 the pair.

GOWN BY CEIL CHAPMAN

First *luxurious complexion treatment*

for hands and body... **Revlon's** *new Aquamarine Lotion*

A miraculous blend of balms scented with costly imported perfumes... smoothes you silken-soft head to toe...wraps you in delicious fragrance... keeps your hands velvet-smooth. It's Revlon's delicate blue Aquamarine with the gentle magic touch. *Never* before...anywhere...a rich, creamy lotion with such a genius for fondling every blessed inch of you! 1.00 plus tax

Revlon makes the fabulous difference in lotions!

PHOTO: RAWLINGS. COSTUMES: CEIL CHAPMAN. ©1949 REVLON PRODUCTS CORP.

a dream in silk...

Your Christmas dream-gift! Luscious pure silk, delicately detailed. The little shoulder bow is more than demure décor — it's a clever drawstring! Lace accent swishes down 'n' round skirt. Shown: mint green; also blue, white. Sizes 32-38, at your favorite store.

Vendome Lingerie

VENDOME LINGERIE, INC. 417 FIFTH AVENUE NEW YORK 16

Tailspin perfume—distinguished
different—provocative
$5, $7.50, $10.00 plus tax

Orgueil the golden—Lucien Lelong's
costliest perfume, $110 plus tax

Lucien Lelong presents Cachet—his newest
and most brilliant perfume, $25 plus tax

Indiscret—subtle, beautiful
and desired for all occasions
$6.50, $10, $16.50, $25 plus tax

Sirocco—soft, clinging
enchantment of a tropic night
$5, $10, $16.50 plus tax

Paris in Your Christmas Giving

LUCIEN LELONG

Stonecutter has a beautiful new fabric which I use in this dress in two shades of dry grass
Clare McCardell
Stonecutter
FABRICS OF DISTINCTION
Infill—Vogue Studios
STONECUTTER MILLS CORPORATION
450 Seventh Avenue, New York 1, N. Y.

Fred A. Block
resistant pinwale faille,
fabric by Julius Werk,
about ninety dollars at fine stores or write
FRED A. BLOCK, INC., Merchandise Mart, Chicago 54.
hat by John Frederics

Nut Bowl or Nut Spoon, $3.75
Butter Knife, $6.00
Cold Meat Fork (large), $11.50
Cold Meat Fork (small), $7.25
Cream or Sugar Ladle, $6.00
Gravy Ladle, $6.75
Jelly Server, $4.00
Cheese Server, $4.50
Steak Set (2 pieces), $13.50
Salad or Serving Fork, $12.50
Serving Spoon, $12.50

"If they could read my heart . . .

they'd give me International Sterling!"

THERE isn't a woman on your Christmas list who wouldn't *rather* get International Sterling . . . a gift of value . . . beauty . . . sentiment.

Give her "extra" pieces in the lovely International Sterling pattern she's chosen for her "family silver." Find the ideal pieces for her needs in the wide choice above. Most pieces available in all patterns.

Or start her set (nice idea for a daughter's gift) in whichever of the dozen or more artist-designed patterns she's picked as perfect-for-her. Individual 6-piece place setting, as little as $22.63 (Fed. tax. inc.).

Or give a gift of a matched set—International's combination sets of special serving pieces: Hors d'Oeuvres set. Afternoon Tea set, Smorgasbord set from $7.75* to $51.75* (Federal tax included).

Take your list to your silverware dealer—now! Compare prices and see what a true value you get . . . in solid silver weight, in finest workmanship of the silversmiths' skilled hands. Give International Sterling . . . see Christmas stars shine in her eyes!

Copyright 1949, The International Silver Company, Meriden, Conn.

Salad Fork, $3.50*

Olive or Pickle Fork, $3.50*

Pastry Server (hollow handle), $6.50*

Roast Set (3 pieces), $31.50*

Sugar Tongs, $5.25*

Table or Serving Spoon, $7.25*

Tomato or Bread Server, $10.00*

Letter Opener, $4.50*

Olivewood Salad Set (2 pieces), $10.00*

Sugar Spoon, $4.25*

*Prices include Fed. tax. Pattern shown: *Prelude*. Some patterns cost slightly more.

International Sterling

COURTSHIP

PRELUDE

JOAN OF ARC

ROYAL DANISH

QUEEN'S LACE

TUTU

SERENITY

SPRING GLORY

BIENVENIDO

WILD ROSE

NORTHERN LIGHTS

ENCHANTRESS

Jewels more exquisite
than ever adorned a fairy princess—
fashioned from emeralds and
diamonds, and set in platinum by
Van Cleef & Arpels, with their
traditional French perfectionism in
design and quality.

VAN CLEEF & ARPELS

World famous French designers and manufacturers of precious jewelry

744 FIFTH AVENUE, NEW YORK • PALM BEACH • NEWPORT
PARIS • LONDON • MONTE CARLO • CANNES • DEAUVILLE

tailored by Handmacher

"You can feel the Good Fit"

Looking Springward,
this handsome worsted cut
to a blade of a suit;
precision-tailored for that
easy distinction which
sums up the quality look
of a Handmacher. Also in
gabardine; sharkskin or
Handmacher's own Brilliantine,
an exquisite new wool with
a repp-like weave.
And remarkable at only $60.

At one fine store in your city.

For fashion folder write Dept. V-5
HANDMACHER-VOGEL, INC., 512 Seventh Ave., New York 18

MILTON GREENE

Someone lovely has just passed by!
...THEY'LL SAY THE SWEETEST THINGS
BEHIND YOUR BACK WHEN YOU WEAR
THE CHAMPAGNE FRAGRANCE...
Intoxication
BY
D'ORSAY
PARFUM AND EAU DE TOILETTE FROM $3.00 PLUS FEDERAL TAX
DRESS: CEIL CHAPMAN

In menswear worsted. About $55. Matching hat and bag by REGO.
At better stores everywhere, or write: ETTA GAYNES, 500 Seventh Avenue, New York 18, N.Y.

Fredrica
ROYAL PASTEL MUTATION MINK
At stores featuring our furs,
or write for name of store nearest you . . .
FREDRICA FURS, 345 Seventh Ave., N. Y. 1

The Great New Perfume
Beau Belle
by
BOURJOIS
Makes you feel more fashionably beautiful!
Beau Belle
Beau Belle
BEAU BELLE GOWN
DESIGNED BY PAULINE TRIGÈRE
Beau Belle Perfume . . $3.50 to $17.50
Purse Flacon of Perfume . . $2.00
Beau Belle Eau de Cologne . $2.50
(All prices plus tax)
Bewitches your skin—Touches you with Magic

Giving or getting...there's nothing nicer than...

Martex Towels

WOULDN'T *you* love some wonderful new Martex towels? So would every discriminating woman on your Christmas list! They're *so* soft . . . *so* luxurious. And when you add the magnificence of monograms—you've a gift to cherish for years! But remember, monogramming takes from 3 to 5 weeks—so choose your Martex patterns for monogramming at your favorite store *soon!*

Luxor in "Nutmeg". . . most intriguing towel color in years. Bath size (not monogrammed) about $3.50. Other Martex qualities from about 89¢ to $3.50.

P. S. *Be sure to see the distinctive new Martex gift box ensembles. Illustrated: "Harlequin"—packed with 2 guest towels, 1 bath towel, 2 face cloths. Golden Jubilee pattern in lovely new color, "Spring Green." Ensemble about $5.00.*

MARTEX TOWELS—A PRODUCT OF WEST POINT MANUFACTURING COMPANY • WELLINGTON SEARS COMPANY • SELLING AGENTS • 65 WORTH ST., N.Y. 13, N.Y.

Dining Out . . . in London's fashionable West End

BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY.

YARDLEY, LONDON

The fashionable ways of "Bond Street"

The luxury of London's great West End Hotels, and the brilliance and color of the social life within their portals, are echoed in gay and lovely "Bond Street" Perfume . . . worn by women of fashion the world around.

"Bond Street" Perfume, $2.50 to $15. Toilet Water, $1.65 and $2.75. Sachet, $1.50. Dusting Powder, $1.65. Talc, $1. Plus tax.

"Bond Street" by YARDLEY

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

PARFUM ZIGANE

fills your heart with music

For you who love *Zigane* . . . and for you who have yet to know this stirring fragrance . . . Corday, Paris, has interpreted the spirit of this fine French parfum in a new and magnificent presentation.

From $5 to $60. Purse Size, $2. All plus tax.

PARFUMS IMPORTED FROM FRANCE FOR AMERICA'S SMARTEST WOMEN

CORDAY

15 RUE DE LA PAIX, PARIS

TOUJOURS MOI • FAME • L'ARDENTE NUIT • POSSESSION • JET • ROMANTIQUE • FEMME du JOUR

Costume by Ben Gam for Strawbridge & Clothier, Philadelphia

Berkshire's Nylace Kantruns

for a gloriously new look to legs!

Legs dressed in Nylace Kantruns take on the misty loveliness of a veiled face . . . thanks to the special way these lovely stockings are knit. Wear them in ultra sheer 15 denier or sheer, sheer 20 denier or the smartly sheer 30 denier . . . wear them in any of Berkshire's "Complementary Colors" . . . all created to complement your holiday costumes and accessories. Illustrated: Mellow Beige.

sheer sheer

Berkshire

Stockings

for the loveliest legs in the world

© 1949, Berkshire Knitting Mills, Reading, Pa. • Nylace Reg. U. S. Pat. Off.

where quality is the first consideration in a fabric

there is no substitute for

Celanese* acetate rayon yarn

Chauvin-Combier uses Celanese yarn in a luxurious jacquard fabric for a hostess gown designed by Joseph Whitehead of Herbert Sondheim. Leading mills the country over use Celanese acetate yarn to achieve distinguished fabrics.

CELANESE CORPORATION OF AMERICA, NEW YORK 16

*Reg. U. S. Pat. Off.

Sheer wool suit —

Alençon lace blouse

by Paul Parnes

MONTALDO'S

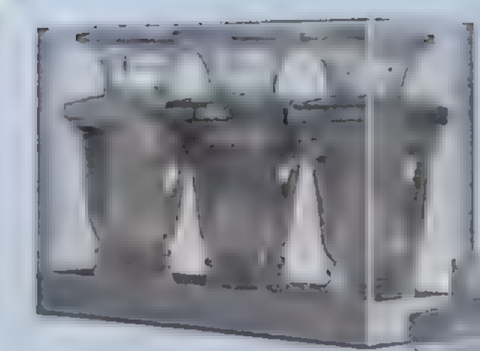
Denver • Colorado Springs • Bartlesville, Okla. • Columbus, Ohio • St. Louis
Richmond, Va. • Charlotte, Winston-Salem and Greensboro, N. C.

Bird-Speakman Inc.
Wilmington, Del.

Doop's
East Orange, N. J.

Christmas-tree covered
Nosegay Cologne, $2.75

Nosegay Cologne in distinctive
vase bottle, $1.50, $2.50



Cologne Bar, Nosegay, Night Drums
and Savoir Faire, $3.50

Nosegay Bubbling
Bath Salts, $2.00

Nosegay Dusting
Powder, $1.75

*All prices
plus tax*

NOSEGAY

A gay, festive fragrance—

romantic, yet witty—

Presented for Christmas

in wrappings so pretty.

For gifts that are gay...

Christmas Topknot
By Emmett Holcombe

THE DOROTHY GRAY SALON • 445 PARK AVE., NEW YORK

One of Warner's exclusive A'Lure bras . . . the strapless A'Lure #1062 with stretchable nylon elastic marquisette all-around and between the dainty lace cups. Paper-thin flexible boning. White or black, $5.00. Other A'Lures from $2.50 to $8.50.

Social security...with no strings attached!

And oh how comfily secure you'll be in your lovely stay-put A'Lure strapless . . . just one of Warner's exclusive, *elastic* A'Lures.

It hugs you, holds you...smoothly, lightly, under your holiday strapless. What a blessing to find you don't have to tug to keep snug in *this* strapless . . . or in *any* A'Lure bra.

There are short-line and long-line A'Lure bras, too, with lively, giveable, cup-to-closure, all-around-elastic bands and elastic undercups that lift your beauty to new heights.

Is it any wonder that women who have worn A'Lure bras say they're the most comfortable bras they've ever worn? Of course A'Lures are 3-Way-Sized; *cup, band, uplift,* like all Warner's bras. At finer stores.

WARNER'S*

3-Way-Sized

Foundations and Bras

WORLD FAMOUS FOR LE GANT* • WARNERETTE* • STA-UP-TOP* "FREE-LIFT" • REDFERN* • A'LURE* • *Reg. U. S. Pat. Off.
The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8

LINEN

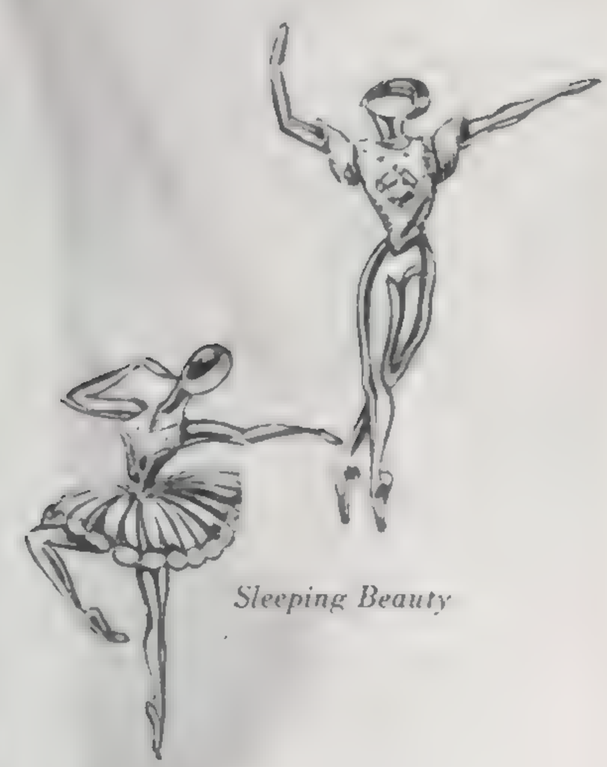
BY **L'AIGLON**

Imported linen, two-part, two lives: now and next summer! Tebilized® for crease-resistance, pre-shrunk. Navy, green, taupe, aqua, champagne, dusty rose. Sizes 10 to 18. **$17.95.** For name of nearest L'Aiglon store in your city, write L'Aiglon Apparel, Inc., 1350 Broadway, New York 18, N.Y.

Peter and Sonia

Prima Ballerina

Ballet of Jewels


Sleeping Beauty

Carnival

The poetry and motion of the ballet—caught in exquisite costume pieces by Marcel Boucher, famous Parisian jewelry designer. Each piece crafted with a master's finesse. Plated in gold and rhodium, all signed . . . and modestly priced from $5.00 to $7.50; other Boucher originals to $50.00.

Marcel Boucher

At better stores everywhere; for the name of the one nearest you write to Marcel Boucher et Cie, 347 Fifth Avenue, New York.

all prices plus Fed. tax

Design patents ® or pending U. S. Pat. Off.

Claussner
KLEER-SHEER Nylon HOSIERY
Claussner Hosiery Company INC., PADUCAH, KY.

at these and other leading stores
New York City....Lord & Taylor
Chicago, Ill....Carson, Pirie & Scott Co.
Washington, D. C....Woodward & Lothrop
Boston, Mass....R. H. Stearns Co.
Albany, N. Y....John G. Myers Co., Inc.
Baltimore, Md....Hutzler Bros.
Beaumont, Texas....Rosenthal's
Brooklyn, N. Y....Abraham & Straus
Buffalo, N. Y....L. L. Berger Co.
Canton, Ohio....The Halle Bros. Co.
Cedar Rapids, Iowa....The Killian Co.
Cincinnati, Ohio....The H. & S. Pogue Co.
Cleveland, Ohio....The Halle Bros., Co.
Columbus, Ohio....The F. & R. Lazarus Co.
Dallas, Texas....A. Harris & Company
Dayton, Ohio....Rike-Kumler
Denver, Colo....Neusteter's
Des Moines, Iowa....Younker's of Iowa
Detroit, Mich....Himelhoch's
El Dorado, Ark....El Dorado House
Erie, Pa....The Halle Bros. Co.
Ft. Smith, Ark....Boston Store
Grand Rapids, Mich....Wurzburg's
Hartford, Conn....G. Fox & Co., Inc.
Houston, Texas....Foley's
Indianapolis, Ind....H. P. Wasson & Co.
Kansas City, Mo....Harzfeld's
Los Angeles, Calif....J. W. Robinson Co.
Milwaukee, Wisc....Schuster's
Minneapolis, Minn....The Dayton Co.
Nashville, Tenn....Loveman, Berger & Teitlebaum
New Orleans, La....D. H. Holmes Company, Ltd.
Oakland, Calif....Kahn's
Oklahoma City, Okla....Kerr's
Omaha, Nebraska....Thomas Kilpatrick & Co.
Peoria, Ill....Block & Kuhl
Philadelphia, Pa....Strawbridge & Clothier
Phoenix, Ariz....Korrick's, Inc.
Pittsburgh, Pa....Joseph Horne & Co.
Portland, Oregon....Olds & King
Providence, R. I....The Shepard Co.
Richmond, Va....Thalheimer's
Rochester, N. Y....McCurdy & Co.
Sacramento, Calif....Weinstock Lubin Co.
St. Joseph, Mo....Townsend & Wall
St. Louis, Mo....Scruggs-Vandervoort-Barney
St. Paul, Minnesota....Field-Schlick, Inc.
San Diego, Calif....The Marston Company
San Francisco, Calif....The White House
San Jose, Calif....Blum's
Sioux City, Iowa....Younker-Davidson
South Bend, Indiana....George Wyman & Co.
Syracuse, N. Y....Addis Co.
Tacoma, Wash....Rhodes Bros.
Toledo, Ohio....Lamson Bros.
Wichita, Kansas....Perkins-Timberlake
Worcester, Mass....Richard Healy
Youngstown, Ohio....Chas. Livingston Co.
highlighting a pure silk print
Radiant designs your brilliant cape-shouldered fashion in exciting new puckered silk . . . jet-buttoned down a slim, straight line. To wear right now under your wraps. Later, to greet the Spring with dash. In dramatic combinations of mink and black, navy and oriental red, black and jade, oriental red and black, jade and black, beige and navy.
Sizes 12½ to 24½ and 16 to 44
About $30.00 retail
A Radiant EXCLUSIVE
RADIANT DRESS CO.
525 Seventh Ave., New York 18, N. Y.

Shocking
de
Schiaparelli
perfume imported from France

"What a miracle you hide in a Christmas watch!"

said ***ELIZABETH TAYLOR***

when she learned of

the DuraPower Mainspring

in ***ELGINS*** *that are*

so beautiful they won the

Fashion Academy Award!

Selected by the Fashion Academy of New York as "All-American Best-Dressed Woman" . . .
ELIZABETH TAYLOR
is co-starred in Metro-Goldwyn-Mayer's
"CONSPIRATOR"

THE DuraPower Mainspring*
ELIMINATES 99% OF ALL REPAIRS DUE TO STEEL MAINSPRING FAILURES!

Lord and Lady Elgins are priced from **$67.50** *to* **$5,000.** *Elgin De Luxe from* **$47.50** *to* **$67.50.** *Other Elgins from* **$29.75.** *All prices include Federal Tax*

*Made of "Elgiloy" metal. Patent pending

ELGIN

TIMED TO THE STARS!

The genius of America to wear on your wrist

From your jeweler's whole array of precious gifts there's none quite so certain to be *style-correct* as an Elgin Watch. "Best-dressed women" like Miss Taylor . . . and "best-dressed men" like Lou Boudreau . . . wear Elgins proudly, for they are conscious of the fact that Elgin holds the Gold Medal Award of the Fashion Academy!

And Elgins are equally distinctive *inside*. Super workmanship in every detail . . . and, to top it all, the miracle DuraPower Mainspring. *No other watch in the world has such dependable power for accurate timekeeping!* Surely the one you love will be *happier* with an Elgin. See your jeweler.

O, what a wonderful Christmas!

GIFTS by GOURIELLI

GLITTERING . . . GAY . . . GLAMOROUS . . . PRACTICAL——FOR THE MOST DISCRIMINATING MEN AND WOMEN ON YOUR LIST!

"SOMETHING BLUE" MATES

for a most romantic lady! Heart-stirring new scent that lingers long in the wearing . . . and in the memory! Perfume and eau de parfum boxed together 4.00

BEAUTY ACCESSORIES

Birthstone-topped sterling lipstick; 3.50. Cocktail-shaker Five O'Clock lipstick in sterling silver and gold plate; 5.00. "Gold Bow" lipstick; smooth, molten; 2.00

AFTER A MAN'S HEART

Real leather kit containing after-shave lotion and talc in the famous *Here's How* fragrance for men, along with new "ice bucket" shave bowl. 8.50 (No tax on soap)

"ICE BUCKET" FOR HIM

"Here's How" miniature ice bucket shave bowl, in hammered aluminum with shave soap. 1.50. Reusable afterwards for nuts, cigarettes, ivy, etc. (No tax).

"FIVE O'CLOCK" COUPLE

Cocktail-shaker shapes in a window box: new ball-point perfumizer with fabulous Five O'Clock perfume; sterling silver and gold-plated lipstick. 10.00

"FIVE O'CLOCK" WINDOW

Pretty as a picture . . . a masterpiece of elegance with luxurious Five O'Clock Eau de Parfum, Dusting Powder in special new star-sprinkled box. 6.50

LACY CHRISTMAS CONE

Precious Five O'Clock perfume in ball-point perfumizer, plus the long-lasting essence of after-dark festivity, famous Five O'Clock Eau de Parfum. 8.00

REAL COCKTAIL SHAKERS

with plastic ice cubes. With Five O'Clock Eau de Parfum for her, 15.00. With Here's How Cologne for him, 12.50. With Here's How After-Shave Lotion, 10.00

all prices plus 20% Fed. tax unless otherwise noted

16 EAST 55TH STREET, NEW YORK 22, N. Y.

Hat by Mr. John, Inc.

Naive charmer in Mayfair...a favorite with Embassy Row...in her versatile coat of

Emba Royal Pastel Mutation Mink* *by Maximilian*

Maximilian, New York *I. Magnin & Co., California* *Holt Renfrew & Co. Ltd., Canada*

Consult your furrier for further information about Emba Royal Pastel Mutation Mink • Mutation Mink Breeders Association

*®

GUERLAIN
FOR ITS 120TH ANNIVERSARY
PRESENTS
FLEUR DE FEU
FLEUR DE FEU
GUERLAIN'S NEWEST PERFUME ORIGINAL, FIRE FLOWER, IS AVAILABLE IN FINE SHOPS EVERYWHERE. $14, $25, $45
Plus tax.

NEW LIFE, NEW COMFORT, NEW CONTROL,
in the kind of foundation you've dreamed of!
A foundation begins life feeling as good as it looks,
ends by looking as good as it feels when it's made
with a really superb elastic yarn. NEW-LIFE CONTRO
is made by Firestone, by an exclusive Firestone process.
No other elastic yarn has such an amazing combination
of stretch plus strength, of liveliness and long life.
No other elastic yarn can put such lasting fit and freedom
into your foundation. To look your best in your fine
new fashions . . . ask for NEW-LIFE CONTRO
in your next foundation. At all good stores.

fits better longer with.. new-life Contro*

the quality elastic yarn by Firestone

*REG. U. S. PAT. OFF. ©FIRESTONE, AKRON, OHIO

DISCOVER your skin's own *true* loveliness with your own special Tussy Cleansing Cream

Reveal how lovely your complexion can be—with a Tussy Cleansing Cream, made for your special skin type by skin care experts. Whether your skin is *dry, oily* or *normal,* there's a Tussy Cleansing Cream that's perfect for you. Each of these Tussy Cleansing Creams cleanses completely, whisks away every trace of pore-clogging grime, leaves your skin dewy-fresh! See your complexion grow smoother, clearer, lovelier. Start your own kind of Tussy Cleansing Cream care today!

FOR OILY OR NORMAL SKIN: Tussy Pink Cleansing Cream. Light, refreshing, thorough... removes pore-clogging impurities. $1, $1.75, $3 plus tax.

FOR DRY SKIN: Tussy Emulsified Cleansing Cream. Rich in emollient oils to benefit your skin. Softens as it cleanses, helps banish dry skin lines. $1, $1.75, $3 plus tax.

Get Tussy Cleansing Creams with other fine Tussy preparations at better cosmetic counters.

TUSSY *cleansing creams*

Illusion

IN NYLON

a new swimsuit by Cole of California

There's lovely illusion in the enticing Deep See Bra... secret support for an alluring figure. More loveliness in a fabulous, quick-drying, nylon-laton fabric ...a new, textured illusion of *Fishscale*...exclusively Cole, in six rich water colors. And like all creations by Cole designer Margit Fellegi, the suit has originality...beauty...contours to mold a smooth, desirable illusion...a luscious figure...for you. At fine stores...17.95

Copyright 1949, Cole of California, Inc., Los Angeles 11, California

not tall?

not thin?

if

you're

5'6 or under

you'll fit right

into

gilded

gadabout

Young Viewpoint's

day-hour

gay-hour

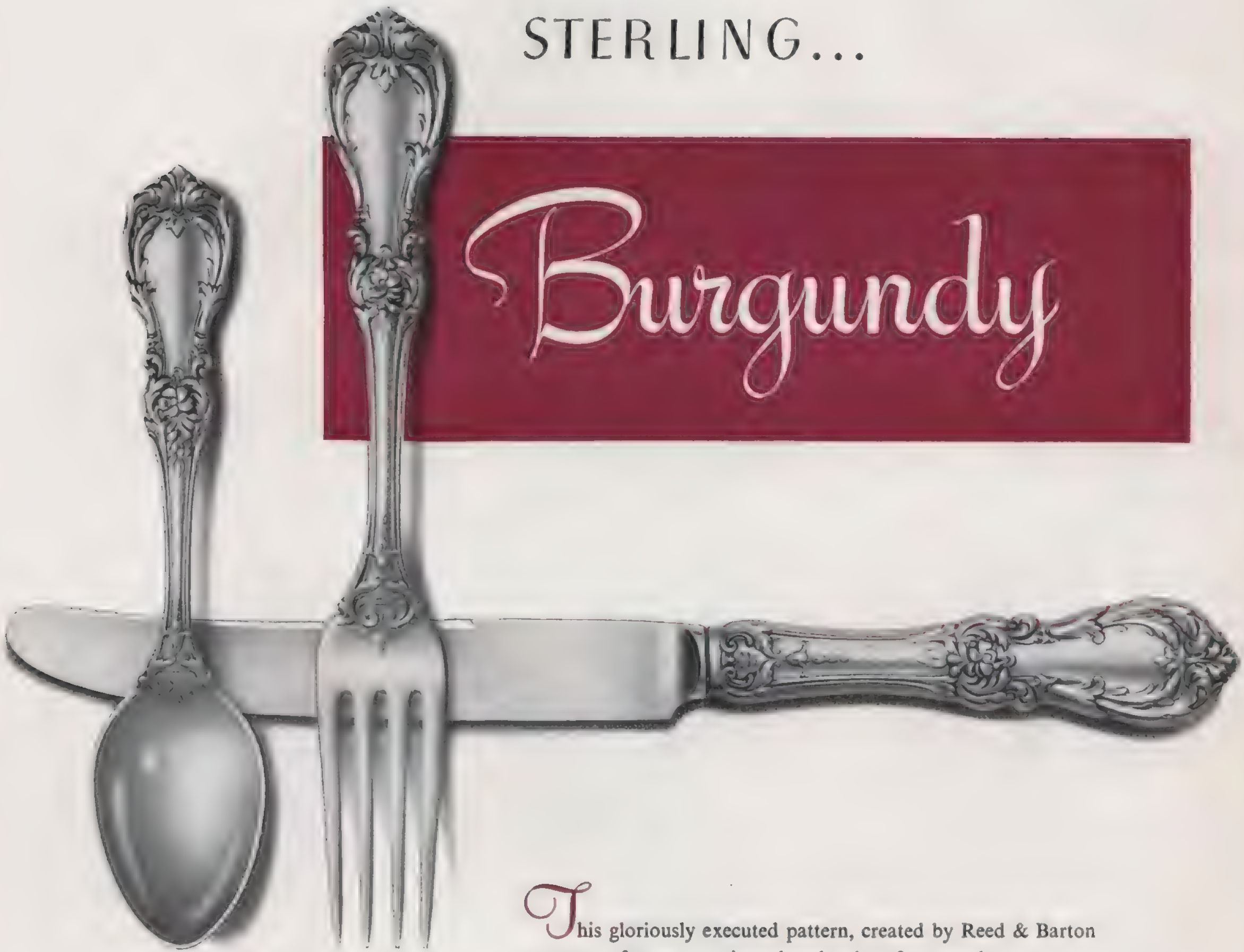
gabardine in sizes

12½Y to 24½Y*

*Y is for young, the way you'll look in this dress . . . tall, narrow, dimensionally perfect at bosom, diaphragm, waist and hips because it fits so well, and with such artful flattery. Count the extras: wide, wide seams; a deep, deep hem; *two belts*, matching fabric and gala golden kid. Folker's "Doe" rayon gabardine, rich as peaches and cream, very new for now in Winter white, polo beige, red dahlia, aquamarine, navy. **$25**

At leading stores all over.
Write us and we'll tell you where . . .
YOUNG VIEWPOINT FASHIONS, 1400 B'WAY, N. Y.
hat by Sally Victor

A *TRIUMPH* IN STERLING...



This gloriously executed pattern, created by Reed & Barton master craftsmen, was introduced only a few months ago. Overnight, Burgundy was accepted with enthusiasm by women who are first with the very smart, the very beautiful. And now, Burgundy has triumphantly taken its place as an acknowledged leader among fine solid silver patterns.

$28.75 *the six-piece place setting, tax included, at leading jewelry stores and silverware departments.*

Reed & Barton

SILVERSMITHS SINCE 1824

WRITE FOR FREE FOLDER ON BURGUNDY. OR ENCLOSE 10¢ FOR HELPFUL BOOKLET "HOW TO BE A SUCCESSFUL HOSTESS." BOX 990, DEPT. V, TAUNTON, MASS.

There is only one "JOY"

THE COSTLIEST PERFUME IN THE WORLD

Now... also from Paris, "JOY" poudre

Mardi gras

patents

flinging Confetti Color all over America

mademoiselle

T.M. REG.

shoes

Magnificently gay . . . these serpentine strips of shining color, in yellow, pink, blue, red, raspberry, cocoa.

about **14.95**

Slightly higher Denver west

write us and we'll tell you where: CARLISLE SHOE CO., EMPIRE STATE BLDG., NEW YORK 1, N. Y.

RAWLINGS

HAT BY JOHN-FREDERICS

Enka Rayon multifilament yarn—the unique 100 denier-100 filament rayon—gives to fashion a new and better print fabric. Langson & Bradley's double dot print is used by Anna Miller for her very new, very versatile resort costume. Saks Fifth Avenue, all stores; John Wanamaker, Philadelphia; Sakowitz Bros., Houston; Maison Mendesolle, San Francisco

Enka Rayon *American Enka Corporation, 206 Madison Avenue, New York 16, N. Y.*

Wonderful
NYLON
becomes even more wonderful in
Catalina
MASTERPIECES

Nylon, plus Nylon-covered Lastex with Talon
zippered back beautifully molds your figure.
Styled for action in California.
For him: Bali Isle tropic Cabana set.

FOR NAME OF NEAREST STORE, WRITE CATALINA, INC. • DEPT. 601 • LOS ANGELES 13, CALIFORNIA

BRIGANCE OF
CHARLES NUDELMAN
DESIGNS A SERIES
OF BLOUSES IN
FABRICS MARKED
TEBILIZED
FOR TESTED
CREASE-RESISTANCE

BRIGANCE has chosen fabrics marked Tebilized for this new and notable series. Because they are distinguished by a superfine and tested crease-resistance. Because this wonderful crease-resistance lasts the fabric's lifetime. Small wonder that you find the Tebilized tag on the world's fine fabrics, the world's loveliest clothes. For names of stores carrying these blouses and for further facts on Tebilized, write T. B. Lee Co., Inc., Testing Department, 101 West 31st Street, New York 1, N.Y.

TEBILIZED® TESTED CREASE-RESISTANCE

Dinner coat by Traina-Norell, jewelry by La Vieille Russie

Instantly – your skin catches

the Silken Look with

Helena Rubinstein's Silk Screen Face Powder

containing powderized silk

WHO WOULD DREAM of blending pure atomized silk into face powder?

Who?

Only Helena Rubinstein, the world's leading beauty authority.

This famous cosmetic scientist has created Silk Screen Face Powder, with pure silk.

A face powder discovery so new, so utterly different it has rocked the beauty world!

Here is sheer silken allure for your skin.

See these results on your own face

1. Observe how Silk Screen Face Powder *clings* with silken magnetism. Keeps your skin looking fresh *all day long.*
2. See how it imparts gossamer *sheerness*—like a living finish—to your face.
3. Thrill to the glorious new silken *color*—color enriched by pure powderized silk.
4. And finally, enjoy a brave new accent in the radiance, the glow, the lovely young *bloom* Silk Screen Face Powder puts on your skin.

8 Specially Blended Shades

SILK SCREEN FACE POWDER comes in 8 specially blended shades. Shades richer, more *lifelike* than ever before possible. Choose the shade that flatters *your* complexion and watch it transform your skin to bright, new silken beauty. *$1.00, $2.00 and $3.50*

Silk Compact powder . . . silken powder in compressed form, $1.00

Silken Foundations, blended with pure silk:

Silk-Film, cream-cake type $1.25

Silk-Tone, liquid form $1.50

prices plus tax

helena rubinstein, 655 fifth ave., new york 22, n.y.

Howard Greer

adapts the
"MOLDED TORSO"*
of his
custom clothes
to
swimwear
by

Caltex
OF CALIFORNIA

*Copyright 1949

*with the built-in pockets for "MORE-SO'S"

There's a **Georgiana** *for every American woman...*

designed for her way of life...cut for her individual figure type

Georgiana

– for misses and women

Tissue faille, a rayon crepe, that's beautifully basic and subject to change... the white pique collar comes off for a quick switch to scarf or jewelry. Black, green, brown, navy. Sizes 10 to 44 and 14½ to 24½.

$14.95

Georgiana
PETITES

– for the woman of 5'5" or under

Molded basque and softly full skirt with deep folds at hemline and sleeves. Tissue faille, a rayon crepe, in black, purple, green, russet. Petite sizes 10 to 18.

$14.95

AT THESE AND ONE STORE IN YOUR CITY. *Please write Tabin-Picker & Co., 4119 W. Belmont Ave., Chicago, Ill., for name of store in your city.*

Brooklyn, N. Y., Abraham & Straus
Chicago, Ill., Carson Pirie Scott & Co.
Houston, Texas, Foley's
Miami, Fla., Burdine's
Minneapolis, Minn., Harold, Inc.
Oakland, Calif., H. C. Capwell Co.
Oklahoma City, Okla., Kerr's
Paterson, N. J., Meyer Brothers
Portland, Oregon, Meier & Frank
Roanoke, Va., Heironimus
St. Louis, Mo., Famous-Barr
Sioux City, Ia., Martin's
Tampa, Fla., Maas Brothers
Toledo, Ohio, Lamson's

Tabin-Picker & Company, *Chicago*

VOGUE'S SCHOOL & CAMP DIRECTORY

FOR ADVICE: WRITE VOGUE'S SCHOOL & CAMP BUREAU, 420 LEXINGTON AVENUE, NEW YORK 17, OR CALL LE 2-7500

Boys' Camps

VALLEY FORGE CAMPS

An unforgettable summer vacation for boys at America's National Shrine. Cavalry Camp (boys 14-18). Expert riding instruction. Mounted hikes. Pioneer Camp (boys 9-14). Woodcraft, trips. Overnight camps. Swimming. Catalog. Box 53, Wayne, Pa.

Foreign School

EVERSHOLME SCHOOL

In historic villa, Florence, Italy. College courses: Languages, Literature, Music, Painting, Sculpture. Field trips throughout Italy. Winter term starts Jan. Dir., Mrs. Constance Evers. For booklet, write: Mrs. R. B. Sewell, 129 West 15 St., N. Y. 11.

Girls' Schools

ANNA HEAD SCHOOL

Est. 1887. College Prep. & General Courses. Accredited—East and West. Post Graduate Dept. Lower School. Outdoor Life. Tennis. Swimming. Hockey. Riding. T. R. Hyde, M.A. (Yale), Lea Hyde, B.A. (Smith), 2532 Channing Way, Berkeley, Calif.

SANTA BARBARA

HIGH SCHOOL AND JUNIOR COLLEGE

Accredited. College Board Examinations. Music, Art, Dramatics. Small Classes. Riding. Outdoor pool. Address: Mother Superior

Marymount, Santa Barbara, California.

ANOAKIA

SOUTHERN CALIFORNIA

Accredited college preparatory, boarding and day. Grades 7-12. Strong curriculum enriched by music, art. Mild climate ideal for outdoor life and sports. 701 West Foothill Blvd., Arcadia, Calif.

A SCHOOL IN ARIZONA

Brownmoor *at Phoenix*

A school of high standards, preparing for Eastern and Western colleges. Seventh grade through high school. Art and music an integral part of program. Outdoor sports featuring riding. Pool. Inclusive fee. *For catalogue, address:*

Mrs. Mary Atwell Moore, Director

Brownmoor School Phoenix, Arizona

GREENBRIER COLLEGE

Two years college preparatory and two years standard college work. Founded 1812. Art, Music, Dramatic Art, Secretarial. Exceptional social, recreational advantages. Modern fireproof dormitory.

FRENCH W. THOMPSON, PRESIDENT

DEPT. V-49, LEWISBURG, WEST VIRGINIA

Girls' Schools

KINGSWOOD-CRANBROOK

Boarding, grades 9-12; day, grades 7-12. College preparatory, general courses. On Lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in art, sciences, handicrafts. Catalogue. 145 Cranbrook Rd., Bloomfield Hills, Mich.

MONTICELLO COLLEGE

Distinguished two-year liberal arts college for women. 112th year. Fully accredited. Beautiful 300-acre campus one hour from St. Louis. Gracious atmosphere. Strong Art, Music, Drama Departments. All sports. Riding. Dept. V, Alton, Illinois.

FAIRFAX HALL

Standard accredited work. 4 years high school. 2 years college. Liberal Arts. Secretarial. Fine Arts. Happy social life. Spacious grounds. All sports—stable, riding rings, pools. Wm. B. Gates, Pres., Box V-912, Park Station, Waynesboro, Va.

STRATFORD

Accredited Junior College and High School. Develops personality. Music, Dramatics, Art, Int. Decoration, Costume Design, Secretarial, Journalism, etc. Sports. For "Intimate Glimpses" and Catalog, address: John C. Simpson, Pres., Box V, Danville, Va.

AVERETT COLLEGE

Fully accredited Junior College emphasizing liberal arts. Terminal, normal, transfer courses. Music, art, speech and dramatics, secretarial, medical secretary, library sc., physical ed., home ec. 90th year. Endowed. Catalog. Curtis Bishop, Box V, Danville, Va.

HARRIS FLORIDA SCHOOL

ESTABLISHED IN 1914 ACCREDITED

Separate departments for older and younger girls. Catalogue and Viewbook upon request.

1057 Brickell Avenue, Miami, Florida.

BARTRAM SCHOOL—FLORIDA

College preparation of highest standards. Fully accredited; graduates in leading colleges. Extra-curricular music, art, dramatics, riding, pool and ocean swimming. Boarding dept. Grades V to XII. Olga V. Pratt (Vassar), Jacksonville 7, Fla.

THE GUNSTON SCHOOL

First grade thru college preparatory. 300-acre farm. Charming country life; riding and hunting. Limited enrollment. Within reach of Philadelphia, Baltimore & Washington. Est. 1911.

Mrs. Samuel Middleton, Centreville, Md.

FAIRMONT-CASEMENTS

Junior College and Preparatory Courses

(Credits Transferable)

Magnificent estate with both river and ocean frontage. Offers liberal arts, fine arts, costume design, commercial art, domestic arts, radio, dramatics, secretarial, social service, dancing, music. Outdoor activities include surf bathing, riding, boating and golf. For catalog (specify junior college or preparatory school) and view folder, address:

Maud van Woy, A.B., Box T, Ormond Beach, Fla.

(Reputedly most healthful spot on East Coast)

Southern Seminary

AND JUNIOR COLLEGE • *A SCHOOL OF CHARACTER*

For 83 yrs. one of America's famous schools for girls and young women. Accredited Junior College & Preparatory School in Blue Ridge Mountains of Virginia. Home life that of fine old Southern family. Cultural & Career Courses combined to meet Today's needs:—Music, Art, Languages, Drama, Speech, Home Ec., Merchandising, Phys. Ed., Library Sc., Journalism, Kindergarten Tr. & Secretarial Courses. Social Training. All Sports. Own stable of fine horses. Indoor sun-lit swimming pool. *For Catalog, write*

Margaret Durham Robey, Pres., Box 112-V, Buena Vista, Va.

Sullins COLLEGE

Fully accredited Jr. Coll. & 2 yrs. H. S. 79th yr. Virginia traditions. Liberal Arts program. Music, Art, Secretarial, Dramatics, Speech, Radio, Home Ec., Physical Ed., Dancing. Each room has connecting bath. 327 acres, lake, indoor pool. Riding. All sports.

WRITE FOR LITERATURE • W. E. MARTIN, PH. D., PRES., BOX V, BRISTOL, VIRGINIA

Centenary JUNIOR COLLEGE

AN EDUCATION FOR LIVING

Fully accredited. Awards A.A. degree. College transfer, terminal and pre-professional courses. An educational program centered around the interests, abilities and objectives of each individual. Limited enrollment. Strong student leadership. Beautiful 40-acre campus. Little Theatre. All sports. Social life. Inclusive fee. New York City 50 miles. Catalog and pictorial booklet.

BOX 512 HACKETTSTOWN, NEW JERSEY

Girls' Schools

CHEVY CHASE JR. COLLEGE

Accredited. Liberal Arts. General; Art, Interior decoration, costume design, advertising art; Home Ec.; Secretarial Drama, music. New Science Bldg. Riding. Catalog. Frances R. Brown, M.A., Pres., Box V, 6410 Conn. Ave., Washington 15, D. C.

NATIONAL CATHEDRAL

AN EPISCOPAL SCHOOL FOR GIRLS

Boarding, Grade 7 to 12; Day, 4 to 12. College preparatory, general courses. Emphasis on Dramatics, Art & Music. Located on 58-acre Cathedral grounds. Mabel B. Turner, Prin., Washington 16, D. C.

MARJORIE WEBSTER

Junior College. In Nation's Capital. Accredited 2 year terminal and transfer courses in: Liberal Arts; Phys. Ed., Kindergarten; Sec'l; Speech, Radio; Music; Fine and Commercial Arts; Mdsg. Pool, gymnasium. Catalog. Box V, Washington 12, D. C.

MARY C. WHEELER SCHOOL

Specializing in thorough College Preparation, effective study habits. Art, Music, Dancing, Dramatics, Typewriting, Sewing. Sports on 170-acre Farm. Riding. Country residence for younger girls.

Mabel Van Norman, Providence 6, R. I.

OAK GROVE

Friends School for Girls emphasizes Preparation for College and Gracious, Purposeful Living. Music, Art, Dramatics. Grades 7-12. Outdoor Pool. Winter Sports. Riding included. Fireproof Quadrangle. Mr. & Mrs. Robt. Owen, Box 121, Vassalboro, Me.

THE BEARD SCHOOL

Fully accredited. Outstanding preparation for college. General course includes art, music, dramatics, modern dance. Varied sports program. Educational trips to New York. Established 1891. Edith M. Sutherland, Box 30, Orange, New Jersey.

PENN HALL JR. COLLEGE

2-yr. College; 4-yr. Prep. School. Terminal and Transfer courses. Recognized by leading colleges & universities. 192-acre campus, golf course, swimming pool, riding. Social life. Trips. Catalog. Sarah W. Briggs, Ph.D., Pres., Box V, Chambersburg, Pa.

OGONTZ JUNIOR COLLEGE

Preparation for successful living. Transfer, terminal courses. Home ec., child care, home nursing, sec'l, languages, music, art, dramatics. All sports, riding. 87-acre campus. 10 mi. from Phila. Abby A. Sutherland, Box JV, Ogontz School P.O., Pa.

Call LE 2-7500

For detailed and impartial advice on private schools.

Girls' Schools

KENDALL HALL SCHOOL

A distinctive school of 55 girls offering strong personal interest, successful preparation for college and very unusual outdoor life on 200-acre estate. Boston two hours. Mr. and Mrs. George Kendall, Box 355, Peterborough, New Hampshire.

ABBOT ACADEMY

A College Preparatory School. 9th through 12th Grades. Special emphasis on Music. Large campus. Modern buildings and equipment. All sports. 23 miles from Boston. Founded 1829. Catalogue

Marguerite C. Hearsey, Prin., Andover, Mass.

DANA HALL

Established 1881 for girls 14-18. Tenth, eleventh and twelfth grades. Thorough College Preparatory and broad General Courses. Strong Art and Music Departments. Dramatics, Riding and Modern Dance. Mrs. Alnah J. Johnston, Principal, Wellesley, Mass.

MARY A. BURNHAM SCHOOL

Accredited college preparation. General course. Post-graduate courses. Music, art, drama, secretarial. Riding. All sports. Mensendieck system for posture. 71st year. Catalog. Mrs. George Waldo Emerson, Prin., Box 13-D, Northampton, Mass.

CHOATE SCHOOL

Country school for a limited group of girls. Near Boston. College preparatory and general courses. Small classes. Congenial home life. Basketball, hockey, riding, tennis. Catalog. Augusta Choate, Vassar, 1600 Beacon Street, Brookline, Mass.

ERSKINE

2-year courses for day and resident girls of college age. Individualized programs. Secretarial, Radio, Television, Drama, Social Service, Fine, Liberal Arts, Music. Superior faculty from nearby universities. Miss Anne A. Young, Dir., 111 Beacon St., Boston, Mass.

PINE MANOR JUNIOR COLLEGE

Fully accredited residential junior college for young women, specializing in general education in the fields of Liberal and Fine Arts and Social Studies. Terminal and Transfer. Music, Art, Riding. Marie Warren Potter, Pres., Wellesley, Mass.

LASELL JUNIOR COLLEGE

Ten miles from Boston. Liberal arts, sec'l, pre-professional, home ec., retail training, design, Art, music, dramatics. Complete recreational program including golf, riding, skiing. Catalog. R. C. Wass, 126 Woodland Rd., Auburndale, Mass.

ENDICOTT JUNIOR COLLEGE

Two-Year College Courses for Young Women

Liberal Arts, Art, Sec'l, Med. Sec'l, Foods, Clothing, Radio, Drama, Mdse., Photo, Int. Dec., Journalism, Internship. All Sports. Shore Campus, Nr. Boston. E. V. Tupper, Ph.D., Dean, Beverly, Mass.

HOUSE IN THE PINES SCHOOLS

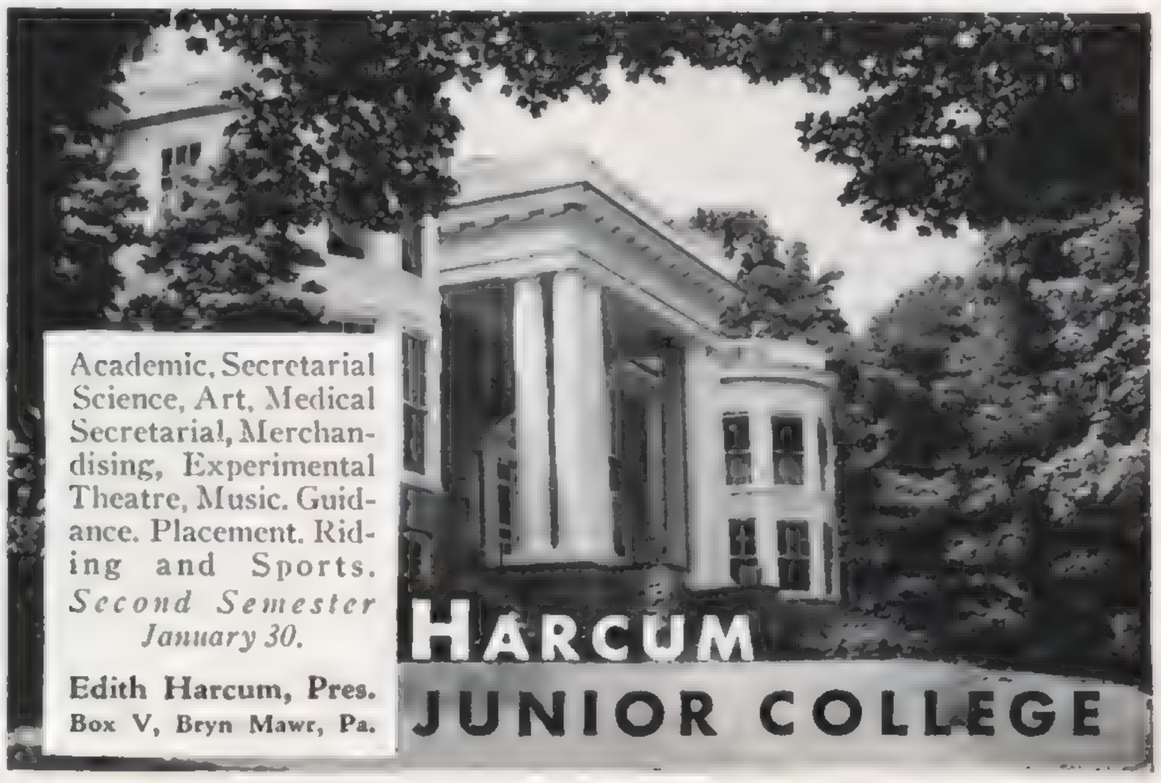
Junior College: Liberal arts with opportunities to specialize in art, music, household arts, secretarial, medical secretarial, equitation programs. Varied sports program. Excellent riding stable.

Cornish School: Splendid record for college entrance. General courses.

Ask for Jr. College or Cornish School Catalog.

M. ELIZABETH JOHNDROE, Director

40 Pine Street Norton, Massachusetts



Girls' Schools

THE KNOX SCHOOL
College Preparatory
Secretarial Science Postgraduate Courses
Art, music, drama. Riding, golf, winter sports.
Catalog: Mrs. Alexander Stewart Phinney, Prin., Box V, Cooperstown, New York

EDGEWOOD PARK
For young women. Accredited college prep. Advanced courses in cultural and practical arts, fine arts, sec. sc., real estate, med. asst., home ec., drama, interior decoration, mdsg., kindergarten. Moderate rates. Sports. Catalog. Box V-10, Briarcliff Manor, N. Y.

CATHEDRAL SCHOOL
OF SAINT MARY, GARDEN CITY, L. I., N. Y.
An accredited Episcopal school for girls. Accessible to N. Y. Boarding and Day. 5th Grade to College. Strong preparatory and general courses. Music, art, dramatics. All sports. Marion Reid Marsh, Box V.

HELEN NORFLEET
INDIVIDUAL STUDY PROGRAMS, INC.
Fine arts, business, homemaking or any desired training thru N. Y. professional schools, with cultural course under Columbia professors. Beautiful residence. Fee covers opera, theatres. 36 East 67th St., N. Y. 21.

BARMORE SCHOOL, N. Y.
POST GRADUATE
Liberal Arts and Career Courses best suited to women. Day and Resident students. Telephone: BU 8-0556. 15 East 70 Street, New York 21, N. Y.

Boys' Schools

RANSOM SCHOOL
FORMERLY ADIRONDACK-FLORIDA
Est. 1903. Full school year on Biscayne Bay, Florida. Prepares boys 12-18 for all colleges. Strict emphasis on scholastic attainment. Sports. D. Pierre Cameron, Coconut Grove, Miami 33, Fla.

MIAMI COUNTRY DAY AND
RESIDENT SCHOOL FOR BOYS
Grades 1 thru 8. Home atmosphere. Small classes. Excellent health record. Supervised outdoor activities. Beautiful 10-acre campus. Est. 1938. Prof. L. B. Sommers, P. O. Box O, Miami 38, Fla.

THE BOLLES SCHOOL
Boys. Grades 6-12. Accredited preparation for colleges. Small classes. Individual attention. All sports. Year-round golf, tennis. Outdoor swimming pool. Naval or military training. Boats. Band. Catalog. Registrar, Box 5037-V, Jacksonville, Fla.

RIVERSIDE MILITARY ACAD.
Outstanding record. R.O.T.C. Winter at Hollywood-by-the-Sea, Fla. Junior College. All athletics. Separate school younger boys. Progress guaranteed. All-inclusive fee. For illustrated catalog, address Gen. Sandy Beaver, Pres., Box 912-V, Gainesville, Ga.

AUGUSTA MILITARY ACAD.
"Take it to the Big Boy." Distinguished preparatory ROTC school in Shenandoah Valley. Junior barracks for boys 8-13; senior barracks for boys 14 and over. Visit our school. Tuition $1000. Col. C. S. Roller, Box V, Ft. Defiance, Va.

FISHBURNE MILITARY
Accredited college preparatory emphasizing academic excellence. 70th session. All sports, social program. Individual guidance. War Department R.O.T.C. Highest gov't rating. Catalog and viewbook. Col. Morgan H. Hudgins, Box V-9, Waynesboro, Va.

STAUNTON MILITARY ACADEMY
★ Distinguished academic record. Successfully prepares for college.
★ Fully accredited. Business courses available. Thorough military training develops poise, self-reliance.
★ ROTC unit. Army's highest rating.
★ Complete athletic program. Superior health record. Separate Jr. School 6th, 7th & 8th grades. Catalog: Supt., Box V-12, Staunton, Va.

EDUCATIONAL TROUBLE SHOOTERS
Individualized Plan—Each Student a Class

For those with educational problems—successful college preparation and general education. Our tests discover causes of difficulties and we (1) devise individualized program to overcome difficulties; (2) make up lost time; (3) instill confidence; (4) teach effectively the art of concentration and the science of study. Write Edward R. Knight, Ph.D., Headmaster

Faculty 12; Enrollment 30; 43 years' experience

OXFORD ACADEMY Box K-95, Pleasantville, N. J.

Boys' Schools

EMERSON SCHOOL FOR BOYS
A country boarding school 50 miles from Boston. Boys 8-15. Small classes taught by men teachers. Graduates enter leading preparatory schools. Homelike surroundings. Supervised sports. Catalog. Edward E. Emerson, Headmaster, Box V, Exeter, N. H.

RECTORY SCHOOL
A country boarding school for 75 boys, ages 6-15, grades 1-9 inclusive. 200 acres. Sports include skiing. Graduates enter all leading preparatory schools. Remedial reading. 30th year.
John Brittain Bigelow, B.A., Pomfret, Conn.

CHESHIRE ACADEMY
A pioneer in personal attention to the individual boy. Small classes, flexible programs, accelerated progress. College prep. Graduation Jan., June, Sept. Summer Session. Junior School. Athletics for all. A. V. Sheriff, Headmaster, Cheshire, Conn.

VALLEY FORGE MIL. ACAD.
Your boy trained for responsible leadership. College Prep. & Jr. College. Ages 12-20. Small, personalized classes. 30 modern fireproof bldgs. All sports. Motorized Field Artillery, Infantry, Cavalry. 75 horses. Sr. ROTC. Band. Catalog. Box H, Wayne, Pa.

THE BAYLOR SCHOOL
Accredited scholarship. College prep since 1893. Boys 12-18. Semi-military. Endowed awards. Ideal location. Modern facilities. Champion athletics. Summer camp, boys 8-15. New students report Jan. 3 or 29. Catalog. 112 Cherokee, Chattanooga, Tenn.

CULVER MILITARY ACADEMY
Thorough preparation for college. High scholastic standards. Careful guidance. Develops initiative, stamina, character. Exceptional facilities. Senior R.O.T.C. Artillery, Cavalry, Infantry, and Band. All sports. Catalog. 1210 Pershing Road, Culver, Ind.

THOMAS JEFFERSON SCHOOL
Teaches practical democracy. Limited to 35 boys headed for college. Beautiful suburban campus. Faculty hold degrees from Harvard, Yale, Cambridge. Sports. Non-profit. Accredited. Catalog. Robin V. McCoy, M.A., St. Louis 23, Mo.

WESTERN MILITARY ACAD.
Enroll now for January classes. Faculty accepts responsibility for academic success, inspires self-confidence, awakens interest. College prep. Grades 8-12. Athletics. Riding. Pool. 71st year. Catalog. Col. R. L. Jackson, Box V-12, Alton, Ill.

WENTWORTH MILIT. ACAD.
69th Yr. 4 Yr. High School. Separate 2 Yr. College. Sr. R.O.T.C., C.A.A. Flying. All accredited. Large Gym. Indoor pool. All sports. Riding. Marksmanship. Country Club. Summer School. Catalog. Col. J. M. Sellers, 9129 Wash. Place, Lexington, Mo.

MISSOURI MILITARY ACAD.
and Junior School. 60th year. Fully accredited R.O.T.C. Friendly teachers inspire boy to excel—complete guidance program prepares him for future. All sports. 5 athletic fields. Campus. Riding. Catalog. Col. C. R. Stribling, 8129 Main, Mexico, Mo.

ST. JOHN'S MILITARY
Accredited college prep in heart of Wisconsin's land o' lakes. Grades 8-12. Near Chicago. Balanced program. Excellent faculty. Riding, golf, sailing. Winter sports. Flying. Summer session. 65th yr. Catalog. 9129 De Koven Hall, Delafield, Wis.

Special Schools

THE WOODS SCHOOLS
For Exceptional Children Three Separate Schools
Girls Little Folks Boys
Camp with Tutoring
Box 169, Langhorne, Pa.
Mollie Woods Hare, Principal

OAK HALL SCHOOL FOR BOYS
A country boarding school for boys 7 to 14. Remedial education, recreational therapy, speech correction, individual guidance in homelike surroundings. Farm-type Camp. Swimming, riding, crafts.
K. J. Wingo, Director Ulysses, Penna.

THE MARY POGUE SCHOOL
For the exceptional child, special training in academics, speech, music, individual social adjustment, occupational and physical therapy programs. Separate buildings for boys and girls. Catalog.
46 Geneva Road, Wheaton, Ill. (near Chicago).

THE BROWN SCHOOLS
Special attention given to educational & emotional difficulties. Four units. Full time Psychologist. Registered nurses. Pool. Fireproof building. Ranch. Camp. Paul L. White, M.D., F.A.P.A., Medical Dir. Bert V. Brown, Dir., Box 4008, Austin, Texas.

ROCKWOOD
For boys and young men with mild educational and emotional problems. 270-acre ranch estate. All sports. Swimming. Stables. Farm affords experience with livestock, dairy, and poultry. Open all year. Registrar, Rockwood, Elsinore, California

Coeducational Schools

WRIGHT ORAL
Resident and Day School. Impaired hearing. Specializing on voice and auricular training, also on lip reading from pre-school to college entrance. Enrollment limited. M. E. Winston, One Twenty-Four East End Avenue, New York 28, N. Y.

TUXEDO PARK
A boarding school for children. Beautiful estate 32 miles from N. Y. Five- and seven-day boarders. Accredited. Prepares for leading secondary schools. Grades 1-8. Music, Art, Dancing, Shop, Skiing, Sports. Philip Potter, Box G, Tuxedo Park, N. Y.

BERGEN JUNIOR COLLEGE
2 yrs. accredited college work. One yr. certificate course. Pre-professional courses. Diploma. G.I. students accepted. Country campus. Resident students. Half hour from Times Square. Enroll now for Spring Term. Catalog V. Teaneck, New Jersey.

QUARTER CIRCLE V BAR
RANCH SCHOOL
Boys & girls 8-18. On 40,000-acre working cattle ranch. Accredited by examination Phoenix High School. Horse for each student. Healthful climate. Pool. Chas. H. Orme, Jr., Director, Mayer, Ariz.

Tutoring

SEARING TUTORING SCHOOLS
Individual instruction. All grades through college. Preparation for all exams. Remedial reading and speech correction. Instruction at school or at home. 22 E. 60 St., N. Y. 22, & Bedford Hills, N. Y. Plaza 5-5088 Mt. Kisco 4756

Women's Colleges

MARYLAND COLLEGE
FOR WOMEN
A.B., B.S. Degrees. Liberal Arts, Merchandising, Home Ec., Music, Secretarial, Kindergarten Training. Riding. Sports. Near Baltimore, Annapolis, Washington. Catalog. Box V-12, Lutherville, Md.

LINDENWOOD COLLEGE
For women. A.B., B.S., B.M. degrees. Accredited. Modernized curriculum prepares for family and civic responsibilities. Counseling. Special work in music, art, radio. Sports. Near St. Louis. Catalog. F. L. McCluer, Ph.D., Box 449, St. Charles, Mo.

MARYMOUNT COLLEGE
Los Angeles, California
A.B., B.S. Degrees. Liberal Arts. Home Ec., Pre-Nursing, Commerce, Education. Also 2 yr. curriculum in music, art, homemaking, secretarial, merchandising. Outdoor sports. Resident and day students.
Foreign study:
Paris, Rome, Quebec, Rio de Janeiro.

Student Residences

THE FERGUSON RESIDENCES
Two charming, modern homes for business women and girl students. Attractive, sunny rooms. Private baths. Conveniently located. Rates: $16 up weekly with meals. Open all year. Tel. BU 8-3967. 309 West 82nd St. and 35 East 68th St., New York City.

The telephone number for Vogue's School Bureau is LExington 2-7500

Finishing School

Powers School
For Poise and Self-Assurance
Individually planned courses for girls and women of all ages including grooming, posture, figure control, styling, make-down, speech, walking. Private daytime instruction. Also Saturdays. Special short term courses.
Write Mary Vail, POWERS SCHOOL
247 Park Avenue, New York 17, N. Y.

Photography

PHOTOGRAPHY
Train with famous experts for an exciting career in PHOTOGRAPHY! FASHION-Portrait—Advertising—Press—Color—Retouching, etc. Newest techniques and finest equipment. RESIDENT TRAINING or INDIVIDUALIZED HOME STUDY.
Write for FREE big book!
40th YEAR NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. "72," 10 W 33 St., New York, N. Y.

THERE'S A CAREER FOR YOU IN PHOTOGRAPHY
. . . if you start right with the right kind of training, the kind you get in our practical down-to-business courses. More than 90% of our graduates are earning a living in photography. Small classes, full time instruction, living quarters provided. Close to the Yale campus. Co-educational. G.I. approved.
Write for FREE Catalog V
THE PROGRESSIVE SCHOOL OF PHOTOGRAPHY
217 Park St., New Haven, Connecticut

Hotel Training

Be a Hotel Hostess

Enjoy Your Work! Fascinating positions in hotels as Hostess, Housekeeper, Manager, etc. Resident classes now forming. Grade school education plus Lewis Training qualifies you. One student writes: "I was offered three positions by Lewis School. I selected one as Hostess of a famous resort." Write for Free Book. Course Approved for Veterans' Training. LEWIS HOTEL TRAINING SCHOOL, Washington 7, D. C. Div. RPX-6201.

Fashion Modeling

NOW—BE A MODEL...or LOOK LIKE A MODEL!
America's largest finishing schools and casting agencies for models and career girls! Professional courses in fashion modeling, television, photography, movies, slide films. Special courses in charm, beauty, poise for career girls. Also 12-week course available for study at home. Mail coupon for details.

Patricia Stevens Inc

Nat'l Hdqtrs., Chicago. Franchise Branches: Philadelphia, Minneapolis, Dallas, St. Louis, Hollywood, Detroit, Kansas City, Mo., Milwaukee, Indianapolis, Cincinnati.

PATRICIA STEVENS, Inc., Dept. V19.
30 W. Washington St., Chicago 2, Ill.
Send full information. I am interested in (check one)
☐ Resident Training ☐ Home Study
Name_____
Address_____
City_____ State_____

• For detailed and impartial advice on private schools and camps . . . telephone, visit, or write:

VOGUE'S SCHOOL & CAMP BUREAU
420 Lexington Avenue New York 17 LExington 2-7500

Medical Assistants

EASTERN SCHOOL
FOR PHYSICIANS' AIDES
Medical Assistants, X-ray or Laboratory Technicians, trained by Physicians for Physicians. Coed. Est. 1936. N. Y. State Licensed. Spring Term, Feb. 13. Write for free Catalog V: 667 MADISON AVE., NEW YORK 21.

Secretarial & Business

KATHARINE GIBBS
Outstanding secretarial training for high school, private school grads, college women. Resident facilities. Catalog: ASSOC. PRIN., 90 MARLBOROUGH ST., BOSTON 16; 51 E. SUPERIOR ST., CHICAGO 11; 230 PARK AVE., N.Y.C. 17; 155 ANGELL ST., PROVIDENCE 6.

THE MOON SCHOOL
Secretarial. Personality Development Course for high school graduates develops poise, prepares for good positions. 6, 8, 10 months. Short courses for college women. Placement. 49th yr. Ask for catalog V. MRS. WM. T. MOON, 521 FIFTH AVE., N. Y. C. 17.

INTERBORO INSTITUTE
Secretarial Training for Top-Flight Jobs. Collegiate student body. Reg. and accel. programs. Secretarial, Foreign Language Sec'l. (Fr., Span., Ital., etc.), & Medical Sec'l. Courses. Stenotype. Reg. by State Educ. Dept., G. I. Approved. 152 WEST 42ND ST., N. Y. 18.

WALSH SCHOOL
OF BUSINESS SCIENCE
Secretarial Business Administration Stenographic Higher Accounting Machine Shorthand
Accredited Amer. Assn. Com. Colleges. G I. approved. MRS. J. A. DUNN, 139 N.E. FIRST ST., MIAMI, FLA.

GRACE BALL SCHOOL
SAN FRANCISCO BY THE GOLDEN GATE
Secretarial and Business courses for high school graduates and college women. Effective Placement Service. Ask for catalogue: Registration Secretary, 58 SUTTER STREET, SAN FRANCISCO 4, CALIF.

Retailing

RESEARCH BUREAU
FOR RETAIL TRAINING
One-year course prepares college grads for executive jobs in buying, advtg., fashion, personnel. Store experience with pay. Master's degree. Coed. BULLETIN V, UNIVERSITY OF PITTSBURGH, PITTSBURGH 13, PA.

TOBÉ-COBURN
SCHOOL FOR FASHION CAREERS
Learn styling, merchandising, advertising from fashion experts. One Year Course for college girls. Two Year Course for high school graduates. Store work with pay. Catalog V. ONE WEST 57 ST., NEW YORK 19.

CHAMBERLAIN
A PROFESSIONAL SCHOOL OF RETAILING
Merchandising, promotion, personnel, fashions, display. 2-year course for college age girls. Training in fine Boston stores. Residence clubs. MURIEL V. COX, 739 BOYLSTON ST., BOSTON 16, MASS.

WEBBER COLLEGE
Careers in Retailing and Secretarial under the new Webber Plan: home study, practical paid experience, work on Florida campus Jan. to June. $1,000. (Founded by Mrs. Roger W. Babson.) PALMER T. HODGINSON, PH.D., BOX V, BABSON PARK, FLA.

Any of the schools listed here will gladly give you further information.

FASHION CAREERS
Train for interesting jobs in buying, fashion reporting, etc., in school equipped like dept. store. 1-year course for girls with one or more years of college. 2-year course for high school graduates includes liberal arts. Both courses include supervised store work with salary.
Ask for Catalog V and Graduates' Job List.
LABORATORY INSTITUTE OF MERCHANDISING
45 West 34th Street New York 1

Famous Career School of the Central West
The RAY Schools Chicago
Dress Design · Styling
Interior Decoration
Merchandising, Buying, Pattern Making, Fashion Advertising, Modeling, Millinery, Fashion Illustration, Photography. Individual advancement. Attractive residence. Training available under G.I. Bill. ENTRANCE—JAN. 4; FEB. 6; MARCH 6, 1950.
116 SOUTH MICHIGAN BOULEVARD, CHICAGO • DEPT. V-12

Airline Hostess School

McCONNELL SCHOOLS
1000 GRADUATES NOW FLYING
Train for major airlines. Req. 1 yr. Col., R.N., or Bus. Exp., Single, 21-28. Even Teeth. Good Vision. 5'2"-5'8". Catalog. McCONNELL SCHOOLS, RM. V-129 1030 NICOLLET, MINNEAPOLIS 2, MINN.

Dramatic Arts

FEAGIN DRAMATIC SCHOOL
STAGE—SCREEN—RADIO—TELEVISION
35th year. Public appearances. Courses in Diction, Public Speaking, Poise. Vet Approval. Day & Eve. Dec. Term. Also Teen-Age & Children's Dpts. Cat. V. ROCKEFELLER CENTER, 630 5TH AVE., N. Y. C.

FRANCES ROBINSON-DUFF
FAMOUS AS "A TEACHER OF STARS"
Prepares you for a professional career in 9 months. Stage Screen, Radio, Television. Enroll now for Winter Course. Private instruction. Bklt. V. 235 EAST 62ND STREET, N. Y. 21, RH 4-7900.

AMERICAN ACADEMY OF DRAMATIC ARTS
The foremost institution for Dramatic and Expressional Training in America. For catalog write: SECRETARY, ROOM 251, CARNEGIE HALL, N. Y. 19.

THE PLONK SCHOOL
OF CREATIVE ARTS
The school unusual. Creative education stressed; students taught to think, study, concentrate. Twelve grades, three years' college work leading to degree. ONE SUNSET PARKWAY, ASHEVILLE, N. C.

PASADENA PLAYHOUSE
THEATRE COLLEGE
Television. Stage. Screen. Radio. Degrees in acting, directing, design, writing, theatre administration. Today write General Manager.
36 S. EL MOLINO, PASADENA 1, CALIF.

THE Neighborhood Playhouse School of the Theatre
offers two years' intensive training in theatre—acting, voice, movement, make-up. Guest directors. Approved for veterans.
MUrray Hill 8-3770
Catalog V on request
340 East 54th St., New York 22

Fine & Applied Arts

HADE SCHOOL
OF FASHION DESIGN
Professional Courses: Fashion, Costume, and Dress Designing. Millinery Designing. Interior Designing. Catalog V. Write: LUCILLE C. HADE, DIRECTOR, 840 N. 3RD ST., MILWAUKEE 3, WISCONSIN.

THE ART INSTITUTE
OF CHICAGO
Professional School. Fine Arts, Industrial Design, Advertising, Dress Design, Interior Decoration, Teacher Training. Accredited. Catalog Box 7. MICHIGAN AVE. AT ADAMS, CHICAGO 3, ILL.

AMERICAN ACADEMY OF ART
Practical courses in all branches of Commercial and Fine Art. Faculty with international reputations. Winter term begins Jan. 3rd. FRANK H. YOUNG, DIRECTOR, DEPT. 6129, 25 E. JACKSON BLVD., CHICAGO 4, ILLINOIS.

CHICAGO ACADEMY of FINE ARTS
Founded 1902
DIRECT PROJECT TRAINING
Dress Design • Fashion Illustration • Interior Decoration • Cartooning
Art Essentials • Commercial Art
Illustration • Drawing • Painting.
Day, Eve., Sat. and Sun. Classes.
Write for free Catalog
18 S. MICHIGAN AVE., CHICAGO 3, ILLINOIS

Fine & Applied Arts

ACADEMY NVART
School of Dressmaking and Dress Designing
Director trained in Paris
5757 CASS AVENUE TRINITY 5-5938
DETROIT 2, MICHIGAN

CINCINNATI ART ACADEMY
Oldest art school west of Appalachians. Thorough grounding before specialization. Fine Arts, Commercial Art, History of Art. Modest tuition. Winter term: Jan. 26-May 28. Catalog: MARTHA V. TIEMAN, REGISTRAR, EDEN PARK, CINCINNATI 6, OHIO.

ELIZABETH KARDOS
FASHION INSTITUTE, INC.
Est. 1910. Practical Courses in Sketching, Pattern Making, Draping, Tailoring, Dressmaking, Millinery. Approved for Veterans. Write for Catalogue. 1375 EUCLID AVE., CLEVELAND 15, OHIO.

WESLEYAN CONSERVATORY
and School of Fine Arts (Wesleyan College). 4-yr. courses. B. Mus.: piano, violin, organ, voice. B.F.A.: painting, ceramics, sculpture, fash. ill., dress design; acting, radio. Coed. Catalog. DORIS O. JELKS, DEAN, 451-V COLLEGE ST., MACON, GEORGIA.

SPRING GARDEN INSTITUTE
Costume Design, Dressmaking and Millinery. Individual instruction by well-known designers; practical work with textile and garment manufacturers. 99th year. New term starts January. Catalog. BROAD & SPRING GARDEN STS., PHILA. 23, PA.

ART INSTITUTE OF PITTSBURGH
Unusual placement service obtains positions for graduates, many student-commissions. Diploma courses—18 months—in advertising illustration, fashion art, dress design and interior decoration. Advanced illustration for postgraduates. Practical individual instruction. Own 8-floor building. 29th year. Catalog V. Willis Shook, Director.
635 Smithfield St. Pittsburgh 22, Pa.

NATIONAL ART SCHOOL
You may enter this school any time. Classes run all year with individual instruction in every branch of art. For 36 years graduates have been making notable successes. Outdoor sketching in summer. Many advantages in Nation's capital. GI-approved. Catalog.
2041 Massachusetts Ave., N.W., Washington, D. C.

ABBOTT ART SCHOOL
25th year. Fine and commercial Art. Advertising and Fashion Illustration. Design for Textiles. Interior Design. Life and Water Color. Successful graduates. Credits transferable. GI-approved. Catalog.
ANNE F. ABBOTT, Director
Box V, 2013 Eye St., N. W.
Washington 6, D. C.

Modern School
• RETAILING with Field Work
• COSTUME DESIGN
• INTERIOR DESIGN and DECORATION
• FASHION ILLUSTRATION
• ADVERTISING ART and Copywriting
Licensed by Com. of Mass. Dept. of Education
Directors: Carolyn L. Dewing; Donald S. Feeley
Box 51, 687 Boylston St., Boston 16, Mass.

CALIFORNIA RUDOLPH SCHAEFFER SCHOOL OF DESIGN SAN FRANCISCO
FASHION DESIGN Marie Leonard of Paris. French Art of Draping & Designing taught by Demonstration. Pattern Making. Color Study, Drawing. French Techniques-Figurines-Tailoring, etc. Textile Design. French Custom Sewing. Millinery. INTERIOR DESIGN Rudolph Schaeffer instructing. Modern Creative Approach. Study through building models and demonstration. Fundamental Color Design Principles. Oriental and European Influence. Approved for Veterans. Classes limited. Internationally prominent instructors. 23rd year. Day & Eve. Box V, 136 St. Anne St., San Francisco 8, Calif.

Fine & Applied Arts

MEINZINGER ART SCHOOL
Develops native ability in fine and vocational art. Professional courses in Illustration, Layout, Lettering, Design, Fashion, Photo Retouching, Portraiture, etc. Accommodations obtained. GI approved. Catalog. DEPT. 2, 12 E. HANCOCK, DETROIT 1, MICH.

CENTRAL PARK SCHOOL
of Art. Intensive training. Certificate Courses Commercial Art & Fashion Illustration. Special Portrait-beginners. Color Course. Personalized Instruction. Catalog V. ARTHUR BLACK, DIRECTOR, STUDIO 2, 58 W. 57TH ST., NEW YORK 19. CO 5-8708.

MARIE de REINECK
INTERIOR DECORATION
Outstanding Staff Professional Designers
Individual Guidance • Flexible Time Schedule
Practical Course • Entrance Monthly
MARIE de REINECK, 129 W. 52ND ST., N. Y. 19

JAMESINE FRANKLIN
SCHOOL OF PROFESSIONAL ARTS, INC.
Advertising Design, Fashion Illustration, Interior Architecture and Design, Painting, Illustration. Mid-year term begins January 25. Booklet. PENTHOUSE B, 460 PARK AVE., NEW YORK 22, N. Y.

PRINCESS OBOLENSKY'S CLASSES
Fashion Careers in Design-Styling-Retailing-Modeling. 12 month course—4 months Paris. All advantages. New York Residence—7 E. 96 ST. AT 5TH. AT 9-1910

PARSONS School of Design
Three year courses in Costume Design and Illustration; Interior Design; Advertising Design and Flat Design; Teacher Training. Special B.S. Degree Course. Saturday classes for adults and children. Catalogues on request.
Box V, 136 East 57 St., New York 22, N. Y.

THE WHITMAN SCHOOL
INTERIOR DECORATION
INTERIOR DESIGN AND DECORATION
Window Display • Upholstery • Drapery Making
Licensed by the University of the State of N. Y.
Classes Now Forming—Morning, Afternoon, Eve.
170 RIVERSIDE DRIVE, AT 89th STREET
New York 24, N. Y. TRafalgar 3-1200

JEAN MORGAN SCHOOL OF ART, INC.
Courses offered: Fashion Illustration, Costume Design, Textile Design, General Illustration, Advertising Art. Enroll any time.
Telephone: CI 6-0012
Henry Hudson Hotel
353 West 57th St. New York 19

chic school
DRESS PATTERN DESIGNING
Costume Sketching
Garment Construction
Patternmaking
GRADING • DRAPING
Individual Instruction.
Co-ed. Register Now.
Day-Eve. Request Bklt. G.
229 W. 36th St., N. Y. 18

NEW YORK SCHOOL OF INTERIOR DECORATION
FOUR MONTHS' PRACTICAL COURSE
TWO YEARS' INTERIOR DESIGN
Starts Feb. 1st. Faculty of leading decorators. Period and modern styles. *Send for Catalog R*
HOME STUDY COURSE starts at once. For those who cannot come to New York. *Send for Catalog C*
515 Madison Avenue, New York 22, N. Y.

TRAPHAGEN SCHOOL OF FASHION *For Results*
TRAINING HERE PAYS LIFE DIVIDENDS
Intensive Winter, Spring & Summer Courses
Professional methods day or evening in all branches of Fashion for beginners or advanced students. Approved by Regents.
EVENING & SATURDAY CLASSES
Now forming for Design, Illustration, Clothing Construction and Fashion, parallel to Day Courses.
INTERIOR DECORATION & DISPLAY
Courses prepare students for the fascinating fields of decoration and display in minimum time, day or evening. Free Placement Bureau for students. Sales Dept. Send for Circular 1. Phone CO. 5-2077. Visit.
REGISTER NOW! Our Graduates in Demand!
SATURDAY A.M. CLASSES FOR JUNIORS
TRAPHAGEN, 1680 Broadway (52nd St.), N.Y. 19

FASHION ACADEMY
THE SCHOOL OF FAMOUS GRADUATES
FASHION DESIGN • MERCHANDISING • BUYING
STYLING • FASHION ILLUSTRATION • REPORTING
Today the young woman with a well-trained fashion perspective and good style sense finds newer and greater opportunities. Intensive fashion training under direction EMIL ALVIN HARTMAN America's Foremost Fashion Instructor and Style Authority. Resident Winter enrollments request Book 4. Home Study Book 4H.
812 FIFTH AVENUE, NEW YORK 21 • Regent 7-0231-2

VOGUE'S TRAVELOG

A DIRECTORY OF FINE HOTELS AND RESORTS

FOR FURTHER INFORMATION ABOUT THESE LISTINGS WRITE TO VOGUE'S TRAVELOG, LEXINGTON AVE., N.Y. 17

Arizona

TUCSON

ARIZONA INN. Bungalow rooms with sun terrace. Beautiful gardens. Steam heat. Warm water pool. Har-Tru tennis courts. M. Bennett, Mgr.

SANTA RITA HOTEL. 250 rms. Tucson's Social Cntr.; Western Hosp. & Atmosphere. Superb cuisine; famous Dance Bands, Polo, Golf. Nick Hall, Mgr.

WICKENBURG

RANCHO DE LOS CABALLEROS. A winter ranch-resort in Arizona's dry, sunny climate. Riding, swimming, golf. Children welcomed. Write Box 1-A.

California

CORONADO

HOTEL DEL CORONADO. Seashore Resort. Swim, golf, fish. Boating, tennis. Year 'round fun. Mexico ½ hour. Jai Alai, races. H. Ward, Managing Dir.

LOS ANGELES

CHAPMAN PARK HOTEL & bungalows. On Wilshire Blvd. Pool, gardens, entertainment. Bride and Groom Broadcast. Famous Zephyr Room.

Florida

FT. LAUDERDALE

THE HOLIDAY

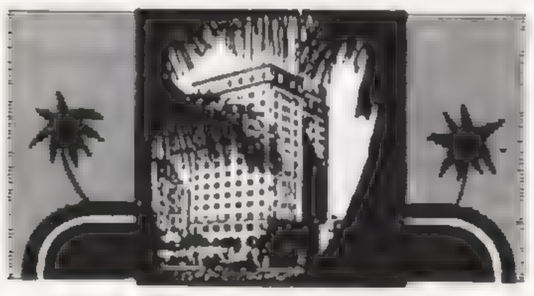
New, smart hotel on Ft. Lauderdale's only private beach. Selected clientele. Big rooms, all with ocean view. Cocktails indoors or out. Superlative food and drinks in the Tropical Room or patio, under the stars. Golf, dancing, swimming, game fishing. Lower rates before Jan. 15 and after Mar. 15. Reservations advisable. Folder. John B. McMullen, Res. Mgr.

DELRAY BEACH

THE COLONY—Modern, surf and pool bathing, golf, tennis, Gulf Stream fishing. Geo. M. Boughton, Pres. In Summer—Kennebunkport, Me.

SANDOWAY EAST HOTEL on beach. Am. Club Plan. Main building. Cottages in tropical garden. Ideal family holiday. Early season from $20 day dbl.

MIAMI



THE COLUMBUS

Discover . . 17 floors of breeze-swept comfort and convenience . . overlooking Park, Bay and Ocean . . just around the corner from the business-theatre-shopping section . . downtown passenger terminal for all airlines . . right in the centre of everything. Catering to every Miami visitor in search of courteous and complete service at any time of the year. Advance reser. advisable. New color brochure on request.

MIAMI

DALLAS PARK HOTEL-APARTMENTS. Fully equipped 1 to 4 rooms, refrig., kitchenettes, steam heat. Heart of Miami. M. A. Whelan, Mgr.

MIAMI BEACH

FLAMINGO HOTEL. 15 acre private park on Biscayne Bay. Tennis—Swimming—Poolside Luncheons—Badminton. Discriminating clientele. Folder.

MT. PLYMOUTH

MOUNT PLYMOUTH HOTEL. Central Florida's finest. Famed St. Andrews Golf Course. Fishing. Excellent cuisine. Dec. thru April. Request folder.

Winter Vacation in Florida

ALMOST everywhere in Florida, safe to say, there are excellent hotels and resorts which offer a variety of sports; golf, swimming, sailing, deep-sea fishing or, if you prefer, the relaxation of a deck-chair on a white sunny beach.

In addition to these pleasures, here are some of the other things you might enjoy on a winter vacation in Florida:

The St. Augustine alligator farm where there is the world's largest collection of live alligators in their natural setting, along with other examples of Florida wild life, monkeys, African ostriches.

Marineland, near Orlando, where there is one of the most complete collections of undersea life.

The many beautiful Florida gardens; the McKee Jungle Gardens south of Vero Beach; the twenty-five-acre Dupree Gardens: and the Bok Tower (which houses one of the finest carillons in the country), centre of a beautifully landscaped tropical garden with a bird sanctuary. Near the Bok Tower are the Cypress Gardens, a maze of flower-bordered canals.

And for historic interest, a visit to Fort Lauderdale, in the centre of the old Seminole Indian territory, would prove to be most fascinating and well worthwhile.

Florida

MIAMI BEACH

THE HOTEL GOOD

Continuing intact the traditions and policies which have pleased a highly discriminating clientele for more than a decade. Beautiful appointments—gay, friendly atmosphere, conservative policies. Central location—private ocean beach—cabañas. Superior dining room, air conditioned cocktail lounge. Now under same ownership as, and exchanging privileges with, The Shoremede. G. S. Pickard, Managing Director.

MIAMI BEACH

THE SEA ISLE

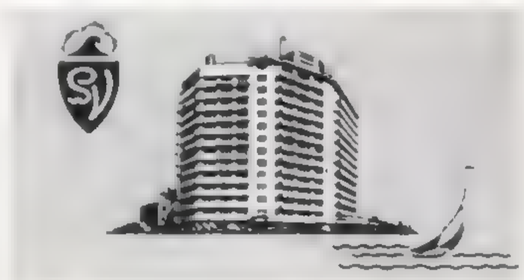
Till mid-January, the matchless facilities, warm hospitality and perfect service that have won for the Sea Isle the finest reputation in Miami Beach will be made doubly attractive by "early-bird" rates. A complete resort within itself—block-long private beach, cabañas, pool, gardens—fun in the sun—November to May only. For color brochure address Ben A. Atherton, Mgr.

PONTE VEDRA BEACH

THE INN, THE INNLET—Golf, tennis, fishing, fresh water pool, surfing, luxurious. Consult your travel agent or Wolfe, 500 5th Ave., New York.

Florida

MIAMI BEACH



THE SEA VIEW

Crown jewel of the New Miami Beach . . . on the ocean, north of noise and crowds . . . offering a resort life that's gay, exclusive, satisfying. Season Dec. 1 thru April 30. Rates 50% lower before Jan. 1 and after Mar. 31. Free on request: New 16-page brochure with 12 large natural color photos of pool, cabañas, terrace, private beach, public rooms. Address Fatio Dunham, Mgr., The Sea View, Bal Harbour, Miami Beach.

ST. PETERSBURG

THE HUNTINGTON

A Resort Hotel of Merit—in beautiful surroundings, tropical gardens, patios, citrus grove. Broad, sunny verandahs . . . lounges . . . distinctly superior cuisine. Choice residential location close to every activity and interest. Open until May. Mod. Amer. or Eur. plan. You'll like The Huntington and its real Southern hospitality. Pleasing rates. Booklet, Paul B. Barnes, Mgr.

ST. PETERSBURG

VINOY PARK HOTEL. Largest fireproof hotel on West Coast. 375 rms. Overlooking Tampa Bay. New pool. Refs. exch. Sterling B. Bottome, Mng. Dir.

Georgia

SEA ISLAND

THE CLOISTER

The perfect year 'round resort for a real vacation. Excellent golf, tennis, riding, fishing, dancing, pool and 5 mile beach. Scheduled activities. American Plan. Cottages for rent. Write direct for booklet C, or New York Res. Office, 630 5th Ave., Circle 5-8055.

Missouri

KANSAS CITY

BELLERIVE HOTEL. K. C.'s Social Rendezvous. Luxurious Rms., Suites. El Casbah Supper Club. Garage. Rec. by Duncan Hines. L. Larrea, Mgr.

New Jersey

ATLANTIC CITY

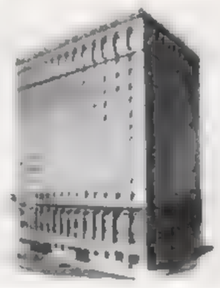
MARLBOROUGH-BLENHEIM. On the Boardwalk. A famous resort hotel. Distinguished clientele. Sun decks. Enclosed solaria. Sea water baths.

New York

NEW YORK CITY

BARBIZON-PLAZA. Midtown, overlooking Central Pk. 6 Ave. 58 St., near Radio City, theatres, shops. Choice rms. from $4.00 sgl. $6.50 dbl. Bklt. VM.

NEW YORK CITY



THE RITZ-CARLTON

A truly great hotel maintaining the finest traditions of Continental service. Splendid location at Madison Avenue and 46th Street, a few minutes from Grand Central and Airlines Terminal. Famed cuisine in the Oval Room, Oak Room, the several Ritz bars and the Ritz Garden (in the summer). Frank L. Swadley, General Manager. Brochure and rates on request.

Pennsylvania

SKYTOP

SKYTOP CLUB

Enjoy rest and relaxation on a 5500-acre mountain estate "High in the Poconos". Movies, indoor games, dancing. Snow brings unexcelled skiing (four tows), tobogganing, skating, sleigh riding. And Skytop's cuisine is long-famous! Only 3 hours from N. Y. or Phila. Write Skytop Club, Box 21, Skytop, Pa.

South Carolina

CHARLESTON

VILLA MARGHERITA. For gracious vacation living in lovely, intriguing old city. Accommodations for 100. Amer. Plan. $10 up. Nov. 15-May 15.

Texas

BRACKETTVILLE

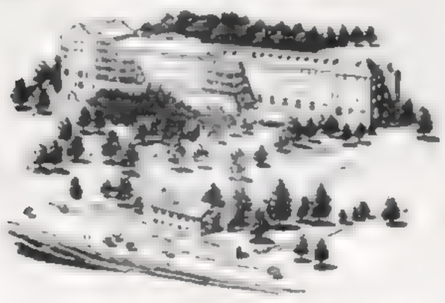
FORT CLARK RANCH. Largest, most luxurious guest ranch in Southwest. Close to romantic Old Mexico. Write for folder and rates.

HARLINGEN

MADISON HOTEL. Luxurious vacation in tropical Rio Grande Valley. Non-mountain route to Mexico City. Sunshine, flowers, dancing, sports. Free Folder.

Bermuda

PAGET

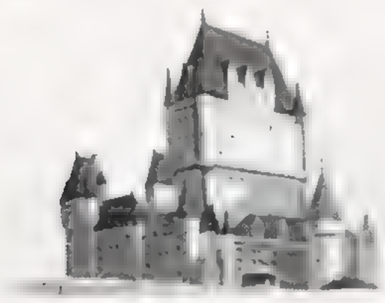


ELBOW BEACH SURF CLUB

Bermuda's only Oceanside Hotel. Private coral sand beach, golf privileges and all sports. Club atmosphere with planned activities for all! American Plan. See your travel agent or U. S. Representative: R. F. Warner Associates, New York, Chicago, Washington and Boston.

Canada

QUEBEC, P. Q.



THE CHATEAU FRONTENAC

A ski heaven in Old-world Québec. Gentle grades for tyros . . . sporty trails for experts. Bus service to Valcartier and Lac Beauport slopes . . . ski tows . . . the famous Ski-Hawk School . . . Fritz Loosli and his French-Parallel Technique. Skating, sleighing plus warm comfort, superb food. See your Canadian Pacific Agent or write Hotel Manager for reservations.

Jamaica, B.W.I.

KINGSTON

TOWER ISLE HOTEL. Newest, finest resort hotel in West Indies. Open all year. Folder from Atlantic Hotel Service, Essex House, N. Y. 19.

Puerto Rico

SAN JUAN

CARIBE HILTON

Glamorous new hotel—largest in the Caribbean. 300 delightfully air-conditioned guest rooms, each with private balcony overlooking ocean and exotic tropical gardens. Outdoor swimming pool. Private beach. Year-round sports. Friendly Hilton hospitality. For reservations & information consult your travel agent, write direct or contact N. Y. Office, The Plaza, 5th Ave. & 59th St., Murray Hill 8-2240. Or any Hilton Hotel.

WHENEVER VACATION OR BUSINESS travel plans are made, Vogue's Travelog will always indicate the best in hotel and resort accommodations.

in Britain TRAVEL MEANS BRITISH RAILWAYS

1950 — HOLY YEAR . . . BRITISH RAILWAYS — THE PREMIER LINK TO THE CONTINENT . . . Include a visit to the famous shrines of Britain and Ireland.

For all your travel needs in the British Isles and to the Continent consult your local travel agent or any British Railways Office.

Your tour of the BRITISH ISLES will be carefree, enjoyable and economical if you plan in advance.

Secure your transportation and reservations before you leave and right from the British port of entry save 25% on ordinary fares for individual tours.

BRITISH RAILWAYS FACILITIES ARE COMPREHENSIVE

- Rail transportation covering the British Isles
- Attractive rail, motor coach and steamer tours also conducted Motor Coach Tours of London
- Cross channel services to Ireland and the Continent
- 47 Hotels operated by The Hotels Executive, British Transport
- British European Airways Corp. routes in the British Isles.

ADVANCE RESERVATIONS FOR ALL SERVICES

BRITISH RAILWAYS

For British Isles Travel Literature with color map, write Dept. 37 at any of these offices:
•NEW YORK 20, N.Y., 9 Rockefeller Pl. • LOS ANGELES 14, Cal., 510 W. 6 St.
•CHICAGO 3, Ill., 39 South La Salle St. • TORONTO, Ont., 69 Yonge St.

GLORIOUS DAYS...
FUN-FILLED NIGHTS...
A CAREFREE LATIN ATMOSPHERE
IN
CUBA
"HOLIDAY ISLE OF THE TROPICS"

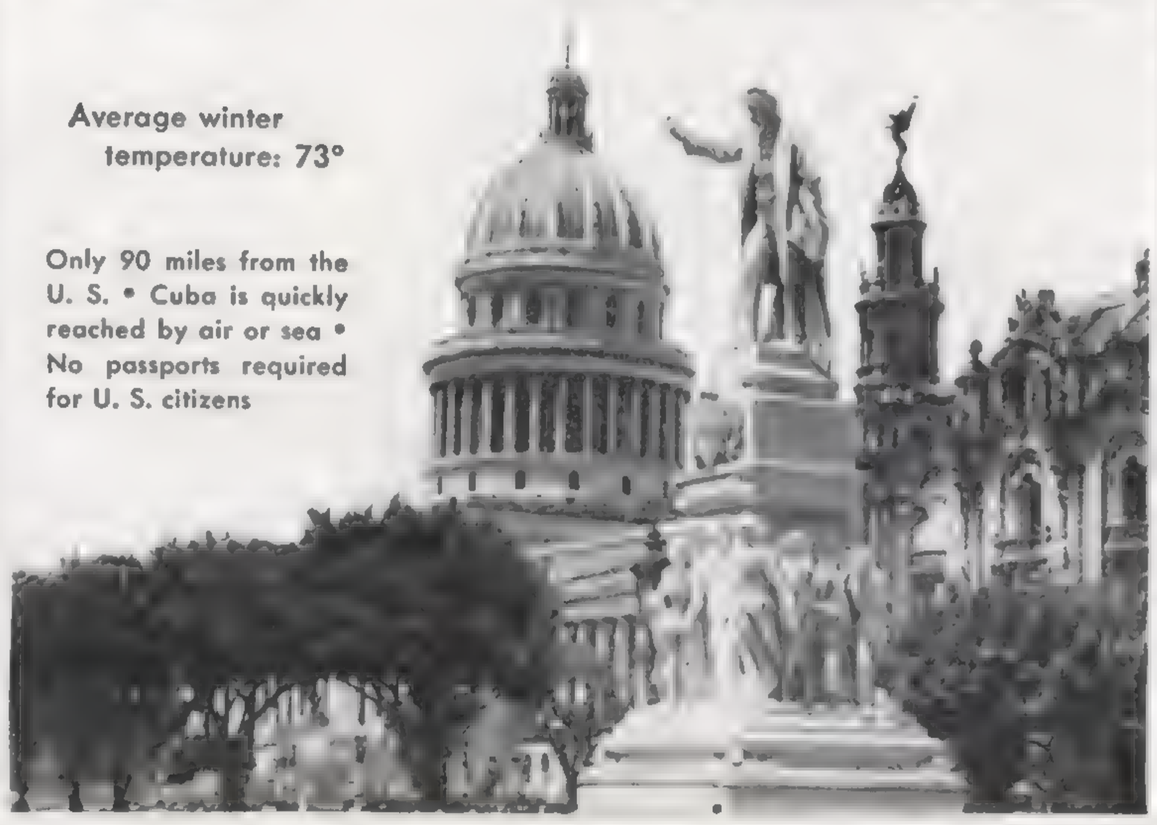
Leave your winter cares up North! Come to fun-filled Cuba—the all-year vacation land. A warm sun . . . a warmer welcome await you! **Enjoy smart Havana**—world's gayest vacation city! Bask on golden beaches . . . try your luck at gaming . . . enjoy fascinating sports events, fiestas and the colorful Carnival. **See the rest of Cuba**—a panorama of centuries-old cities . . . historic landmarks . . . lovely Varadero Beach . . . famous spas . . . all in a gleaming emerald setting.

For information, see your Travel Agent or

CUBAN TOURIST COMMISSION
HAVANA: P.O. Box 1609
NEW YORK: 122 E. 42 St. • MIAMI: 336 E. Flagler St.

Average winter temperature: 73°

Only 90 miles from the U. S. • Cuba is quickly reached by air or sea • No passports required for U. S. citizens



The world's most fabulous vacation...

You have to be content with only the finer things in life, bold enough to demand the ultimate in beautiful surroundings to fully savor the exquisite pleasure of a stay at Boca Raton!

Leave the ordinary world behind when you come to Boca. Golf with Tommy Armour on Boca's incomparable private course, or play tennis with Fred Perry, never leaving this enchanted retreat!

Bathe in the blue, blue Gulf Stream! Bathe in the Boca's two crystal pools! Bathe in the brilliant sun!

The most exciting fishing in the world is yours within a few minutes of our own Club dock on one of the boats of our own fishing fleet.

Boca Raton

Club and Hotel, Boca Raton, Florida
Opening December 10th

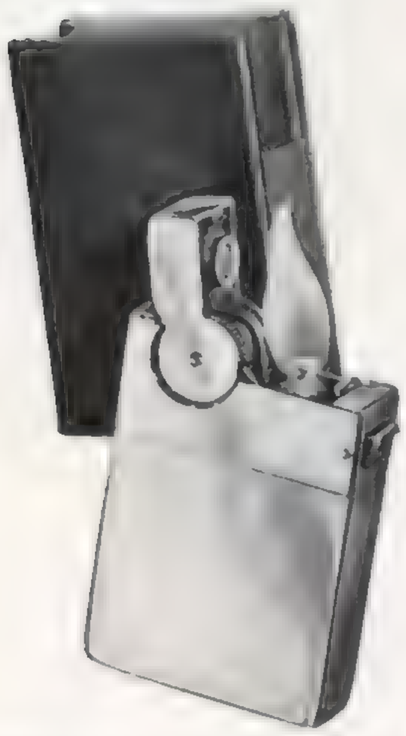
For best reservations write now direct to The Boca Raton Club and Hotel, or call the New York office, 730 Fifth Avenue, New York 19, CI 7-7610

NEW HERITAGE SET— its unique simplicity is in perfect taste with *any* lovely home setting. Tarnish-resistant rhodium. The lighter **12.50.** With tray and cigarette urn **25.00.** (No Fed. tax.)

SHINING EXAMPLE — in chrome **5.95.** In rhodium **7.50.** (No Fed. tax.) Other A•S•R lighters in sterling silver or Cartier-designed 14K gold.

A FLIP AND IT'S LIT! A·S·R's automatic 'light switch' action makes lighting a cigarette such an easy, graceful gesture. What's more . . . an A·S·R stays lit without holding. Wonderful convenience!

THOUSANDS OF TIMES A YEAR the lovely jeweler-designs—the exclusive 'light switch' action will go on making the heart grow fonder of A·S·R . . . and you!



THE VOGUE — new diminutive A•S•R in gold plate with unusual red calfskin slip case, ideal for your purse. **10.00** (plus tax).

LEATHER PERFECT — in Ostrich, Cobra, Pin Seal or Alligator with rhodium top. **9.00.** (No Fed. tax.)

lighters

with exclusive 'light switch' action

LITTLE PEARL — A•S•R midget in lustrous mother-of-pearl. **12.50.** In leathers, **9.00.** (No Fed. tax.)

A•S•R Precision Products, A•S•R Corporation, Brooklyn 1, N. Y.

Pour on the Cointreau and light up the Party!

Here's a bright, new way to greet the Holiday! Steep your traditional Yuletide pudding in Cointreau's delicate flavor—and set it aflame. Enjoy its warming, cheery glow,—its spirited, satisfying taste.

And, if you already know the joys of Cointreau as an after-dinner liqueur, or in a Side Car, remember that there are *other* unforgetable recipes in the pages of Cointreau's booklet: "The Gourmet's Guide to Dining and Drinking." It's *free.*

You will be amazed at the wealth of ideas in this book: drinks, salads and desserts. Clip the coupon—and discover New Worlds of delight in the sphere of taste!

COINTREAU LIQUEUR

ASK FOR COINTREAU WHEREVER FINE LIQUORS ARE SOLD

The crowning touch to a perfect dinner

80 PROOF • PRODUCED AND BOTTLED BY COINTREAU LTD., PENNINGTON, N. J.

V-19 COINTREAU Ltd., Pennington, N. J.

Please send me my free copy of "The Gourmet's Guide to Dining and Drinking."

Name.....

Address.....

City.....P. O. No.....State.....

GIVE

The Only Razor

EVER CREATED TO MAKE LEGS LOOK MORE BEAUTIFUL!

What an inspired gift idea—for Christmas . . . for birthdays . . . for any gift occasion!

Never before a razor like this! One glimpse at Eversharp's new Fashion Razor—and all ordinary razors become old-fashioned! It's the quickest aid to that well-groomed look since the invention of lipstick!

. . . *It's the first and only woman's razor* ever designed at just the right angle to slick away unwanted hair on legs and underarms—even if you don't use cream or lather. No scraping, no roughened skin. *Positively does not promote hair growth or coarseness!*

. . . *The only razor with Automatic Blade Changer**. You can't nick your fingers. No blade handling. Nothing to unwrap! So easy to clean!

The only razor smart enough for your dressing table! Get your Fashion Razor today . . . for yourself, for gifts!

P. S. LEGITIMATE LARCENY! It's smart to snitch your husband's Eversharp-Schick Injector blades for your Fashion Razor!

***PUSH, PULL—CLICK, CLICK!** The only woman's razor in the world with Automatic Blade Changer!

A The FASHION RAZOR—$3.95
(With 10 Blades)

B Introducing the DEB—$2.49
(With 10 Blades)

At Home Fashion by Dorine Liebert

new... dazzling

Fashion Razor

BY EVERSHARP SCHICK

William Winkler's sheerest nylon in "Enchantment" by Odette Barsa
William Winkler nylons are available at fabric counters in better stores everywhere. For the store nearest you write 366 Fifth Ave., N.Y.C.

WHITEHOUSE & HARDY

Hand-Painted Cuff Links and Tie-Clip

• Matching links and clip with beautifully hand-painted figures in true color and detail. Mallard, pheasant, fishfly or horsehead. Gold-filled cuff links, 10.00 . . . . Tie clip, 8.50 . . . Matching set, 18.50

Prices include Fed. Tax
U. S. Postage Prepaid

Whitehouse & Hardy
695 Fifth Ave. • New York, N. Y.

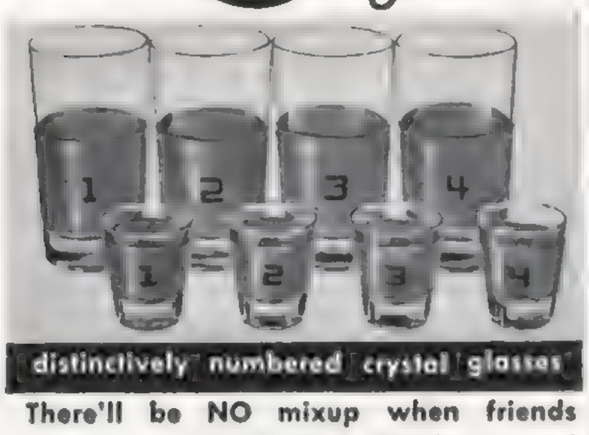
He'll warm up to this!

Knitted
SWEATER VEST

A great Christmas gift! It's good-bye chills when a man wears this fine, all-wool sweater vest. Wonderful under odd jackets or for working around the house. Heather mixtures of blue, brown, tan, grey. Sizes 36 to 46, **$5.95.** Sizes 48 to 52, **$6.95.** We pay postage in U. S. on receipt of check or money order. Order today. Dept. V.

Hamburgers, *Baltimore 1, Md.*
Outfitters to Men and Boys Since 1850

number 3 belongs to Jim!



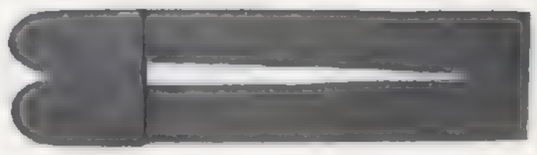
There'll be NO mixup when friends drop in for a Highball or Whiskey served in these distinctively numbered crystal glasses, decoratively bound with sturdy washable vinyl plastic bands in Red, Green, Yellow or Bronze.

SET OF EIGHT AS SHOWN $5.75
Extra 12 oz. glasses, each.....85c
Extra 1½ oz. glasses, each.....65c
Check or Money Order • We Pay Postage

Pleasant House
299 madison avenue n. y. 17, n. y.

SHOP HOUND. . .

VESTED INTERESTS. Waistcoats with suède fronts, knitted wool backs, to wear with tweed jackets and flannels. Pullover, beige, navy blue, $21.50; zipped vest, light brown, $22.50. Small to extra-large. Whitehouse & Hardy, 695 5th Ave., N. Y.



ON THE CUFF, these gold links in the shape of handcuffs, a treasure for his Christmas stocking. $65 tax inc.; Rapphel, 47 W. 57th St., N. Y.

FROM ENGLAND, cashmere socks in two lengths: regular and ankle-high. In grey, maroon, navy blue, brown, beige. Sizes 10½ to 13. $5.50. A. Sulka, 661 5th Ave.

COUNTRY SHIRT in navy-blue rayon gabardine: the collar with short, conservative points. By Alfred of New York. $8.50, at the new "521 Club" reserved for women only, at John David, 521 Fifth Ave., N. Y.

BARTENDER. Combined: ice-chopper, opener, corkscrew; handle dial has cocktail recipes. Of chromium-plated brass, $2.50 ppd. Fleetwing Gifts, 48 W. 22, N. Y.

follows the men

BRACES of English buckskin-like cloth, hand-sewn, with English nickel clasps. The colour: bright Christmas-red. The price: $6.50. From Calvin Curtis, 60 E. 55th St., New York, N. Y.

CASH AND KEYS have panels all their own in this new Herbener wallet. Bills may be removed without opening wallet. Tan pigskin; red or black morocco. 14-K gold edge, $15 plus tax; Abercrombie & Fitch, New York, New York.

SHAKE 'EM UP. Host's cocktail set with the same fittings a professional bartender uses: large shaker with glass, wire strainer, spoon. Stainless steel, $4.95 ppd.; Belle Gurian, 80 Sylvan Lane, Westport, Conn.

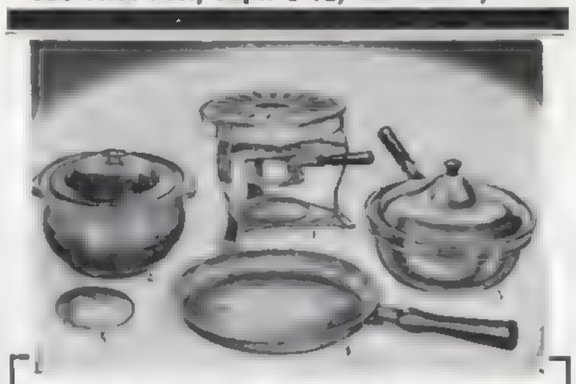
MIEHLMANN-GRIGSBY

Alligator

only $10.00

Handsome gift in 'gator! A one-piece belt ....hand fashioned at the bench by skilled craftsmen. Luxury details: highly polished, seamless, lined in top grain cowhide. 1 inch wide in handsome rust brown or black. Solid bronze streamlined buckle. Sizes 30-46. Simply send $10.00 check or money order. We ship postpaid. Sorry, no C.O.D.'s!

gifts unlimited
350 Fifth Ave., Dept. D-12, New York 1, N.Y.



"666" BUFFETEER

Indispensable to the perfect hostess. This four way combination can serve a complete dinner practically single-handed. From hot soups, to chicken a la king, to crepes suzette. The set includes a 2½ qt. earthenware casserole, a 3 pt. chafing dish and a 10" crepes suzette pan, all made to fit the alcohol stand. Solid gleaming copper stand with brass legs. Copper chafing dish and crepes pan are lined with pure block tin.

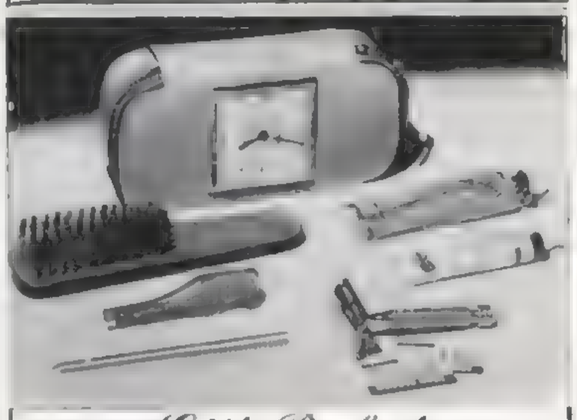
Complete set $52.95

Express charge collect

Write for our "666" Specialties catalogue
No C.O.D.'s please

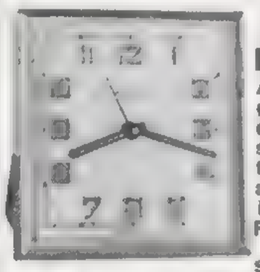
21st 6th AVE

Bazar Français
EST 1877
666 SIXTH AVE. NEW YORK 10, N.Y.
between 20th & 21st Sts.



Gift Perfect
MAN'S TRAVEL KIT

A smart gift for the traveling man and who doesn't travel at some time or other. Fine, genuine pigskin case with zipper closing sports a square clock with unbreakable crystal and contains a leather handled hairbrush, comb, folding toothbrush, razor, 2 double edge blades, a tube of toothpaste and brushless shaving cream. All this for only $18.00 ppd. including Fed. Tax.



EASEL ALARM CLOCK

A tiny alarm clock in gleaming chrome with radium dial and hands. 2¾" square. A charming addition to any décor. Makes a wonderful gift. Including postage and Federal Tax $9.95

No C.O.D.'s please!
Send for FREE gift folder.

GRENADA 18 East 41st Street, New York 17, N. Y.

copper sophisticates

Stunning replicas of early American milk jugs . . . cocktail shaker and matching jigger of gleaming copper, lined in tin. Christmas-gift deluxe . . . splendor for your New Year's Eve party! Specially priced at $13.95 set

Please add 25c for postage.

The Corner Cupboard
MARY SHARP FITHIAN • WILMINGTON, DEL.

"Fore" Golfers Year 'Round Enjoyment

Every golfer on your list (business associates included) will love this Portable Driving Range that can be SAFELY used indoors and out. Captive ball snaps back to tee position. Indicates distance, direction, topping, etc. Invaluable to expert or beginner —cuts 10 to 20 strokes from score. Fun for family and guests. *Order early.*

KEEP IN FORM— CUT YOUR SCORE— THRILLS GALORE!

Range, 3 balls, target, instructions, **$7.95**
Express charges collect
No COD's

Free Gift Folder

MASTERCRAFT PRODUCTS
60 South St., Boston 11, Mass.

CANASTA IN A GLANCE

Confused about Canasta?

You won't be if you have this automatic scorer pencil. Computes those complicated scores in a hurry with the dial score in the pencil. Saves time, temper and thinking! Order them by the dozen for your perplexed friends. $1.00 each postpaid.

No C.O.D.'s please

EDITH CHAPMAN
50 Piermont Avenue Nyack, N. Y.

Mme. Jolie Gábor, designer of exclusive jewelry, wears a 3-strand necklace of large, beautiful cultured pearls . . . . . **$245** and matching double pearl earrings with diamond **$125**
plus Fed. Tax.

Mail orders accepted.

Jolie Gábor
Pearl Salon
699 Madison Ave. New York 21, N. Y.

Bibs of the Month

Bound to catch any young one's eye and make mealtime fun. Each with its special design of the month (birthday and get-well bibs too). Embroidered in fast colors on very fine piqué, lined with the softest of cotton flannel. What's more, they're big fellows, to cover up thoroughly. December and January bibs shown. Specify months desired when ordering. Sent postage prepaid. **$1.75 each, 2 for $3.50, 12 for $20.**

Dorothy Owen
1809 Wauwatosa Ave.
Wauwatosa 13, Wis.

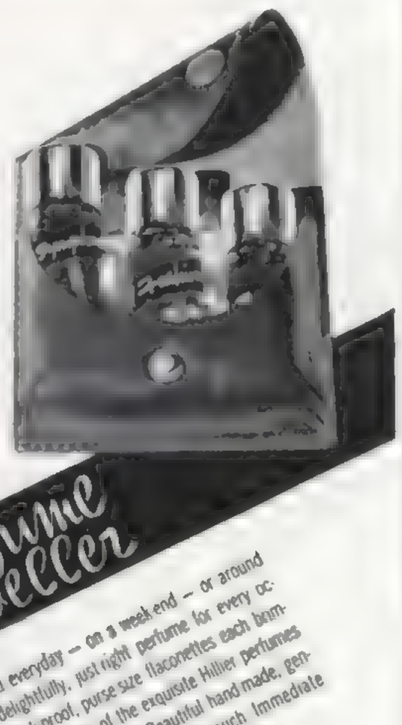
Chinese Hostess Gown

Pure silk Oriental damask brocade in heavenly colors including

Lacquer Red
Jade Green
Chartreuse
Aqua Blue
Magenta
Beige

sizes 10-18
Price $49.95

Mme Butterfly
347 GRANT AVE. • SAN FRANCISCO



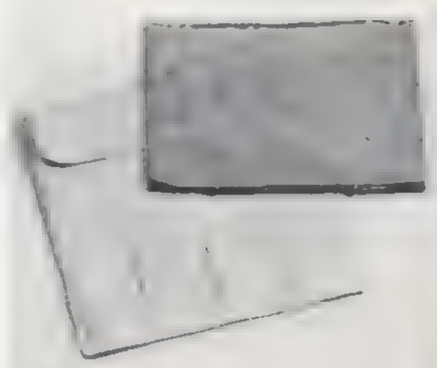
Perfume Traveller

Take it with you everyday — on a week-end — or around the world. A delightfully, just right perfume for every occasion. Three leak-proof, purse size flacon-ettes each brimming full with 1⅛ drams of the exquisite Hillier perfumes that will never fade in fashion. Beautiful hand made, genuine leather case with a continental touch. Immediate delivery packaged in Hillier's distinctive gift box.
Only $7.80, tax included and postpaid.
Hillier and Company
139 Orange Street, New Haven, Connecticut

SHOP

MOTHER'S HELPER. This hot plate comes with suction-cup base to prevent skidding. Of porcelain with aluminum hot-water jacket. $4.95. Suction cold plate, $2.60. Both in white, maize, ppd. Scott of California, La Canada, California.

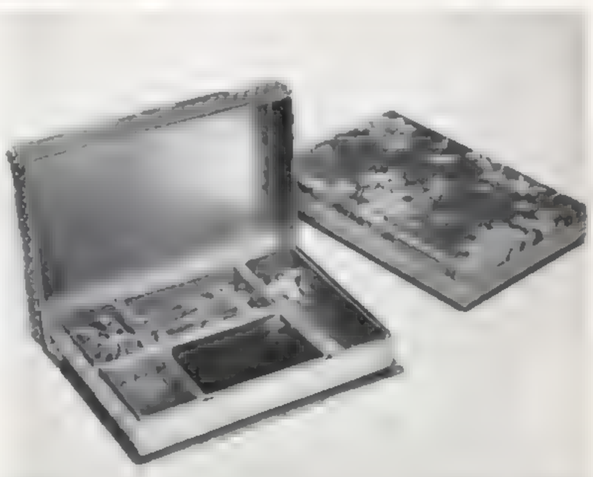
HIDING PLACE for your prettiest lingerie, your gloves, stockings: Cover in pink or blue rayon faille with lining, border and hand-painted monogram in white. $9.75 tax included, postpaid. Silhouette, 131 W. 23 St.



TIDY PIN BOX

with an antique-type brocade cover holds every pin you need in its gold-paper-lined, sectioned interior. Fitted with large and small hair and safety pins, straight pins, hat pins, it is perfect for gifts. Blue or rose beige. $3.25 ppd.

Remembered Gifts
475 Fifth Ave., New York 17



Haymakers
the softest shoes that ever walked

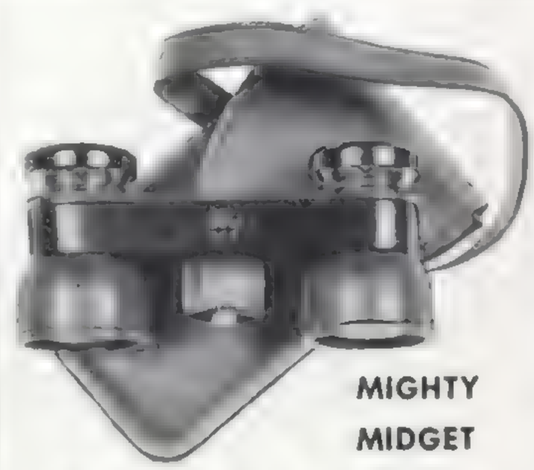
$12.95

Fashioned to complement smart town and country clothes . . . crafted by experts almost entirely by hand of supple-soft leather . . . for foot freedom and comfort . . . no ridges, stiff toe boxes or counters . . . a beautifully moulded shoe-in-one-piece . . . yes, it's the softest shoe that ever walked.

Brown, black, bamboo, navy, red or green smooth leather and white elk

SIZE	CHART
AAAA	5½-10
AAA	5 -10
AA	4½-10
A	4 -10
B	3½-10
C	3½-10

AVON SHOE CO. Dept. V12
47 West 34th Street, New York
Please send me Haymakers at $12.95 pair
Pumps; Size____ Color____
Ties; Size____ Color____
Check enclosed ☐ Money order enclosed ☐
Name____
Address____
City____ State____



MIGHTY MIDGET

BINOCULARS—with all the fine craftsmanship of really expensive glasses! Achromatic lens, 2½ magnification power. Covered in fine leather with a sturdy cowhide carrying case. 5 oz. in your hand! A charming and useful gift for him and her. Ideal for races, sport events, operas, theatres, movies and travel.

Postpaid—tax included . . **$10.**

BELLE GURIAN
80 Sylvan Lane, Westport, Conn.

MEN—and Women too!
Get pleasant, vigorous
VIBRATORY MASSAGE
with
GENUINE
Battle Creek
HEALTH
BUILDER*
Popular at Home
At Health Spas
Sanitariums
Reducing Salons
Athletic Clubs

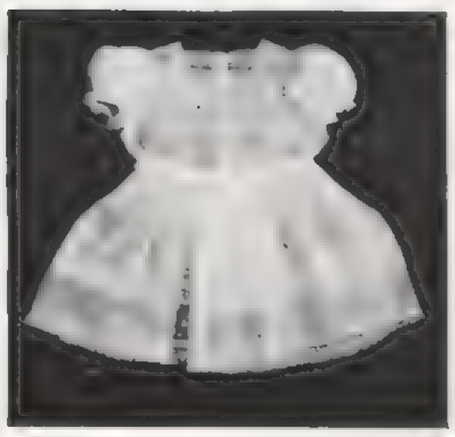
NOW! - - - - - -

Enjoy the relaxing, stimulating benefits of efficient *vibratory massage!* Health Builder gives you pleasant, old-fashioned deep-tissue manipulation — "at the snap of a switch." Helps weight and figure problems, muscle-toning, blood circulation. *Widely used in Health institutions.* Built for years of service — fully guaranteed. WRITE for literature TODAY! *Reg. U.S. Pat. Off.

Battle Creek EQUIPMENT CO.
Battle Creek 43, Mich.

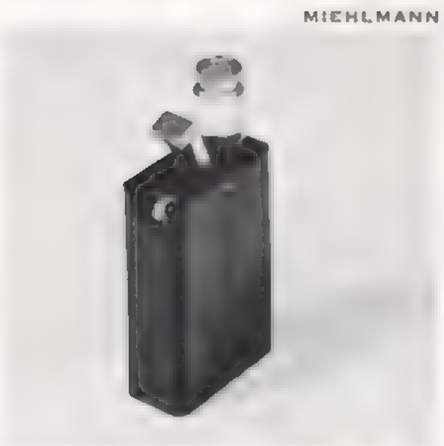
HOUND

. . . in suspense



A LITTLE BEAUTY is what your daughter will be in this ethereal organdie dress with microscopic tucks, friezes of eyelet and French lace. It is made to your order by Marcelle Julien, 22 E. 55th Street, New York City, New York.

MIEHLMANN



SWEET SPRAY. Leakproof pocket atomizer (perhaps to fill the toe of a Christmas stocking) works like a cigarette lighter, holds a dram of perfume. Of glass encased in aluminum with gold, silver, or black finish. $5; Saks Fifth.

Fashion touch at the neckline

A perfect gift for her Christmas stocking. Pretty gold-trimmed medallion on a grosgrain ribbon tie to highlight her blouses or sweaters. The ribbon is easy to fasten: snaps together under the medallion.

Ribbon colors: red, black, navy, kelly green. **Medallion:** in matching or contrasting colors, bright gold center.

$3.95 each add 15c postage no c.o.d.'s please.

HANSI ORIGINALS
8657 Sunset Blvd., Hollywood 46, Calif.

The dazzle of ruby red satin like two gleaming jewels at your feet in Capezio's romantic shell slippers on a 2-inch heel. They button on two slender straps. State size. $11.25

Enchanting little evening bag in ruby red satin to match. Shaped softly to hold your beauty needs, cigarettes, glasses, too. Fed. Tax Incl. $6.85

Postpaid in U.S.A. No C.O.D.'s please.

Merryall House
NEW MILFORD, CONNECTICUT

SOFT AS SLEEP

From Castle Hall Mills in Stalybridge, England, comes this beautiful skin-soft blanket. Made of specially selected 100% superfine scoured virgin wool, carefully chosen for strength, warmth, and lightweight. In glowing pastel colors: pink, gold or blue.

Full size—72" x 92" $26.50 each; $50 per pair. Express prepaid.

Send check or money order—no COD's.

CHARLES L. GULICK CO., INC.
110 East 42nd St. New York 17, N. Y.

JUNGST
"COIFFURE NOEL"
—the most wearable headdress for the holidays—favored because of its flexibility. Wear it in town with tweeds, brushing it into sporty lines; or have it sleeked festively for formal finery.

Consultations by app't., entirely complimentary. Phone El 5-4477
JUNGST at Mad., 58th St., N. Y.

GROW GENUINE DUTCH HYACINTHS INDOORS IN GLASSES • NO SOIL!

Special CUPS fit any glass or jar. Beautify the home with succession of gorgeous, large winter blooms in choicest colors.

Ideal as CHRISTMAS PRESENT, GIFT, PRIZE.

5 STASSEN HYACINTHS, one each SNOW WHITE, DELICATE PINK, CHINA BLUE, BRIGHT RED, SKY BLUE.
5 HYACINTH CUPS, complete instructions $2

3 ORDERS $5.75

Shipped to any address in U.S.A. with your gift card. Post Paid

STASSEN FLORAL GARDENS
DEPT. V ROSLYN HEIGHTS, N. Y.

a gift from paris!
AIR REFRESHER

Unique beauty! Lamp of exquisite French porcelain to purify the air . . . helps you live in a clean, fresh, smoke-free atmosphere. A charming gift, complete with 3 delicate scents. $15.50 ppd.

Yes, Christmas orders filled.

MICHAEL
OF THE WALDORF
WALDORF-ASTORIA, NEW YORK 17
SHAMROCK HOTEL, HOUSTON, TEXAS

Christmas Rose
THE PERFECT GIFT

Lovely handwrought sterling flowers to wear as you will—an unusual and charming touch for any costume.

Pins in two sizes a new idea!

Large (1¾")	$5.50
Small (1⅛")	$3.50
Matching earrings	$5.00

Plus 20% Federal Excise Tax.

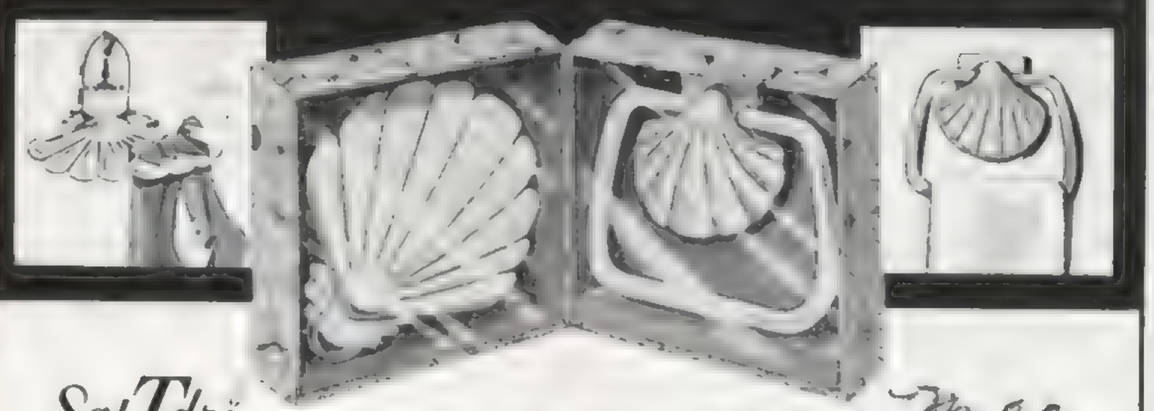
TEMMING ART STUDIO
12 Broadway Saranac Lake, New York

Personal Tree Ball
Three for $1.95 postpaid

Your first name on giant 3¼" glass tree ornaments! Personalization is hand-applied in shimmering non-tarnishing silver that stays on. Red, green or blue balls, each with hanging loop. 75c each. Set of three—different colors and different names if you prefer, is only $1.95 *postpaid.* No. PA3214.

Write for Big Catalog . . . Free
Miles Kimball
KIMBALL BUILDING
40 BOND ST., OSHKOSH, WIS.

Santa Claus says—"HANG YOUR STOCKINGS AND TOWELS ON THESE SEA-SHELLS"



SafTdri
SEA-SHELL Stocking Dryer
Made in pearlescent plastic. Holds 32 stockings in smallest space imaginable. Individually boxed—colors; $2.95. Crystal Clear—$1.95.

BEAUTIFUL SEA-SHELL GIFT BOX
A gift without a proper setting is bare . . . so bear this sea-shell ensemble in mind for Christmas giving. SafTdri for drying stockings and lingerie. Malibu for individual towels. Subtracts bathroom clutter . . . adds harmony to domestic washday problems. Colors: Blue, rose, yellow, green or ebony black. THE SET $5.50 (postage paid). Sorry no C.O.D's.

Malibu
SEA-SHELL Towl Holder
Companion piece to SafTdri. Solves your extra towel problem. Individually boxed—in colors; $2.95. Not made in Crystal Clear.

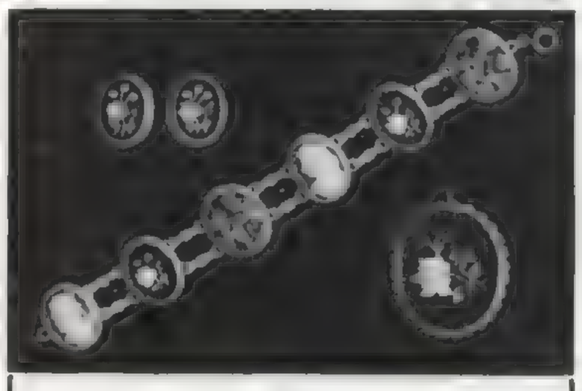
THE PLASTICRAFTERS 301 North Michigan Avenue, Chicago 1, Ill.

"SUNOUT" . . .

Protects your eyes from Sunglare and Sunburn

Glamorize your eyes . . . enjoy a delightfully cool eye treatment while sunbathing with "SUNOUTS" . . . tiny black on white velour discs, leave NO RIM MARKS . . . WILL NOT BLOW OFF . . . Scientifically designed to cling to the closed eyelids when saturated with eye lotion or water, cooling and protecting the delicate eye tissues . . . "SUNOUTS" induce sleep, perfect for SUNLAMP USE and relaxing tired nerves . . . use over and over . . . Price 3 pairs $1.00 ppd.

"SUNOUT"
119 W. Rudisill Fort Wayne 6, Ind.
Pat. Pend.



Jewel Treasures
From Italy

Fabulous Florentine mosaics—inlaid with exquisitely hued semi-precious, hand-cut stones set in a jet-black background. Breathtaking brooches to wear as pins or pendants. Matching earrings. Intricately wrought bracelets with delicate oval mosaics, hand carved cameos and precious pieces of jade. Painstakingly hand mounted.

	Bracelet	Brooch	Earrings
Gold Filled 1/20 of 12K gold	$42.50	$18.50	$18.50 pair
14K gold	115.00	38.50	38.50 pair

Also available (not illustrated): Jade or Cameo Earrings $18.50; Bracelet, all jade or all mosaic $42.50 in gold filled; $115.00 14K gold.

Fed. Tax & Postage Included. No C.O.D.'s please

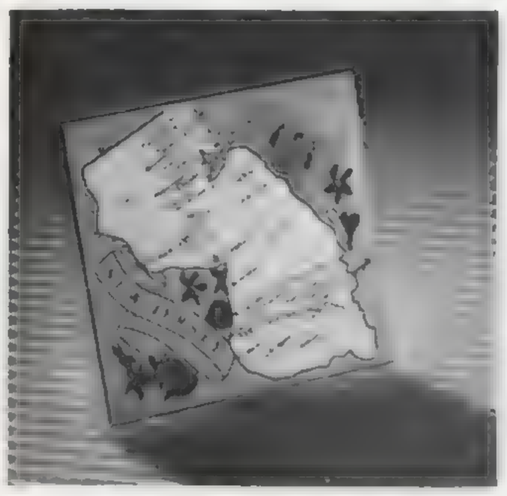
Charles Curio Art Shoppe
80-25 Broadway, Elmhurst, L. I.

CALIFORNIA DESERT HOLLY

Rare . . . enchanting . . . silver-white beauty, fresh from the Mojave Desert. Ultra smart complement to any decor; fashion-favored for Christmas giving. Outlasts, far surpasses ordinary sprays when used for distinctive wall or table decorations. Generous supply beautifully packed in clear plastic gift box with luxurious red ribbon bows. Attractively enclosed in sturdy mailing carton. Shipped immediately or on special order.

by PREPAID AIR PARCEL POST ANYWHERE IN the U. S. $5.95

DESERT HOLLY
418 Ray Street • Bakersfield, Calif.



"State of the Union" Compact

Any home state, any favorite state, mapped for all to see on this exciting new compact. Of gleaming jeweler's bronze, it's the perfect gift for every girl . . . of any age!

Beautifully gift wrapped. **$2.95**

NAME . . . . . .
ADDRESS . . . . . .
CITY . . . . . STATE . . . .
"STATE(s)" desired . . . . . .

★ JANE BRICK ★
24 CHURCH STREET, PATERSON, N. J.
We pay postage if you send remittance with order.

SHOP

THREE TO MAKE READY. We think it good time to remind you of our trio of books which can be able partners in your future plans for entertaining, decorating. *Vogue's Book of Etiquette*, a complete authority on good usage, has details on every sort of party, would be an especially good present for a bride, $5. *House & Garden's Complete Guide to Decorating*, a wonderful reference book for any householder, $7.50. *House & Garden's Portfolio of Flower Prints* has twenty-five 10¼" x 14" colour prints suitable for framing, $7.50. To order, write Condé Nast Publications Inc., Greenwich, Conn.

UNDER THE TREE, this present for a little girl, a doll collector: young lady from San Remo, her costume authentic from shoes to hair-ribbon. Made in Italy. The price: $5.25 postpaid; Schrafft's, 526 Fifth Ave., N. Y.

Paschkes Velvet Wave

Another PASCHKES graceful coiffure for the woman who wants her hair to accent her new-fashion clothes.

Shampoo, shaping and set . . $ 6.50
Velvet wave permanent from . $20.00

PASCHKES
510 Madison Avenue, New York City
For your appointment call EL 5-3887

Stars at your ears and throat to reflect the Holiday spirit. Beautifully boxed for Christmas giving. In Amber, Amethyst, Aquamarine, Blue Zircon, Emerald, Garnet, Green Spinelle, Onyx, Peridot, Ruby and Sapphire.

Sterling Chain Only $5.00

Check or Money Order (Tax Incl.)

HOUSE of WARWICK
P. O. BOX #362, WARWICK, R. I.

DEPENDABLE QUALITY for 39 years
NATIONAL HAIR NETS
in the famous little box

CAP BOB FRINGE*
of real hair. Prices per dozen post paid
$1.70 $2.35

mark kind wanted	BLACK	DARK BROWN	MEDIUM BROWN	LIGHT BROWN	BLONDE	AUBURN	GRAY	WHITE	LAVENDER	DRAB	ASH BLONDE
DOUBLE CAP											
SINGLE CAP											
DOUBLE BOB											
SINGLE BOB											
DBL. FRINGE											
SGL. FRINGE											

*FRINGE shape 20¢ more per dozen
mail correct amount with your full name and address to
NATIONAL HAIR NET CO., New York 3, N. Y.

HOUND

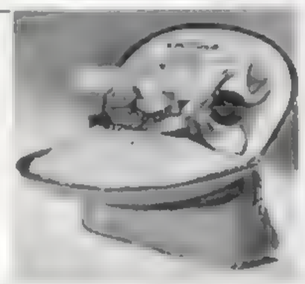
. . . in suspense

POCKET PRIDE. New beauty-of-a-watch in an etched sterling silver case. Snaps open when you press sides. By Mathey-Tissot, with 17-jewel movement. $97.50 tax included, postpaid. Firestone & Parson, 344 Boylston Street, Boston.

MIEHLMANN

IT'S A TIE. Suède ascots, at their best with woollens, a happy choice of a present for someone who lives in suits. Handmade, in many bright colour combinations. The price: $5.50 each. From The Sea Horse Shop, Rockville, Md.

Say
"Merry Christmas"
with a Gift from
MEREDITH, INC.
1030 Grey, Evanston, Illinois
WRITE FOR FREE GIFT CATALOG



FELT SHOE BAG for bowling, tennis or golf in a neat 12" size with zipper closing and handle. Red, Green, Royal Blue or Black with 1, 2 or 3 initials in white or contrasting color. A perfect gift!
Prepaid $3.50

PERFUME BOTTLE GUARD safeguards precious contents of perfume or manicure bottles, protects luggage and clothing from damage. Highly absorbent, padded lining takes up the bumps of travel. Suede-cloth, 2 pockets.
Prepaid $3.00

YAKITY YAK $1.

Ever heard Aunt Minnie tell about her operation? Ever listened to the ladies post-mortem a bridge hand? You're going to love this! Yakity Yak is a set of wind-up teeth that go, "yak, yak, yak, yak." Yes, they really do! Wind up the life-sized store-boughten choppers and set 'em on the table—they'll yak away just like Minnie herself. Made of realistically colored plastic with strong spring motor. Yakity Yak is only $1., postpaid. Order No. R3365.

Write for Big Catalog . . . Free
The Universal
Miles Kimball
KIMBALL BUILDING
40 BOND ST., OSHKOSH, WIS.

"Short Cut" *to glamour! Let our stylists cut and set your hair in the latest fashion.*

Marie Ward
Hair Stylists
356 E. 57 St. EL 5-8055

No sewing room is complete without this

WISS
SCISSORS SET

What sewing minded lady wouldn't love this wonderful Wiss Scissors Set! The luxurious wine-colored leatherette case is velvet-lined and has shaped recesses to accommodate Model C nickel-plated pinking shears, dressmakers' shears, sewing and embroidery scissors. GS-6, $28.95 postpaid.

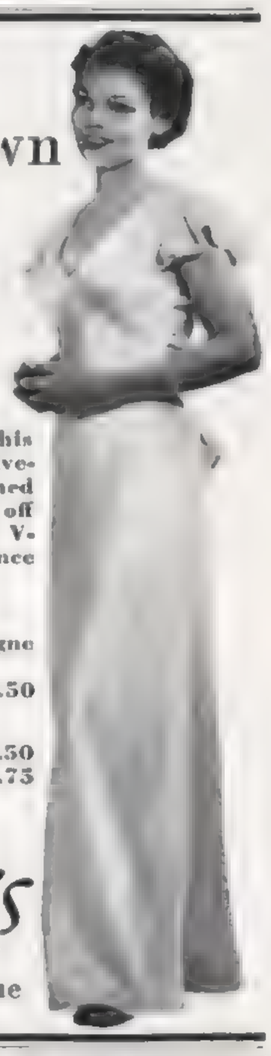
FREE UPON REQUEST: the Wiss Gift Catalog showing a variety of scissors sets and men's and women's manicure sets, $3.95 up.

ORDER YOUR WISS GIFT SETS BY MAIL—THE EASY WAY!

WISS *Quality for more than a Century*
J. WISS & SONS CO., Newark 7, New Jersey

New Life to
SUEDE
COATS • JACKETS
SUEDE TRIMMED APPAREL
CLEANED • REDYED • PROCESSED
HANDBAGS
ALLIGATOR • LEATHER
GLAZED • DYED • RENEWED
REPAIRED • RELINED
ALL LEATHER GLOVES
PROCESSED $1.00 PER PAIR
MINIMUM 3 PAIRS
Leathercraft
1052 FIRST AVENUE
AT 57TH STREET
NEW YORK 22, N. Y.
DELIVERY SERVICE IN MANHATTAN
TEL. MU 8-2030
Mail Orders Dept. 112
PROCESS* OF AMERICA INC.
* Trade Mark Reg. U. S. Pat. Off.
© 1949 Leathercraft Process of America Inc.

A nightgown of purest Silk Satin



A Christmas delight! This exquisite gown is exclusively Kerge's . . . fashioned entirely by hand . . . set off by a cape sleeve and V-neckline of picket fence design.

. . .

In blue, pink, champagne and white.
Sizes 32 to 40 $27.50

. . .

Matching slip $21.50
Matching panty $10.75

KERGE'S
—IMPORTERS—
576 Madison Avenue
New York 22, N. Y.

Suedestar ★ *the star of 1950 from* CALIFORNIA!

★ order by mail . . . send check or money order
CALJAX, Incorporated Dept. 2A
14732 Oxnard St., Van Nuys, Calif.

For Every Driver

Handy windshield DE-ICER works magic in removing ice from windshields . . . No wait for defrosters to warm up . . . Works immediately and easily . . . Doesn't scratch or scrape. Contains an accurate compass and convenient key chain . . . engraved with one initial . . . gift boxed.—$2.00 each, postage prepaid.

UNIQUE FLOWER CONTAINERS

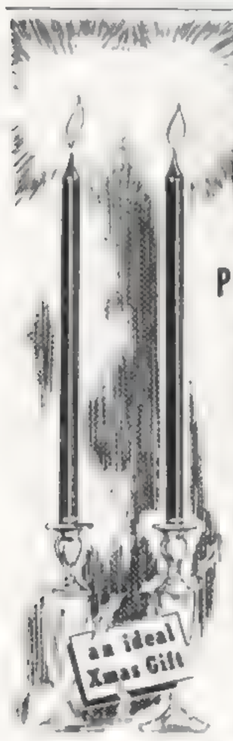
For beautiful, different, flower arrangements, you'll love these new plexiglass IVY CIRCLES. Choice of colors—crystal clear, emerald green or ruby red. Gift boxed and postage prepaid. 7½" diameter, $4.50—11½" diameter, $6.50. Both for $10.00.

May we send our Catalog?
BODINE'S OF BALTIMORE
444 E. BELVEDERE • BALTIMORE 12, MD.

Each shade easily converted to any one of your choice of four lovely styles!
Hand pleated in Denmark of heavy heat-proof paper.
Colors: White, Pale Green, Blue, Light Rose, Coffee.
7"—$4.50, 8½"—$5.00, 10½"—$5.50, 12½"—$6.00, 13½"—$6.50, 15"—$7.00.
order by mail or phone

BONNIERS
605 madison ave., new york 22
PL. 9-7985

Berthold's SHELL CUT
Exquisitely shaped to your head by a master craftsman
Harper Method a speciality
Berthold 22 East 54 St. Plaza 3-5354



get amazing Life-time PERMALITE CANDLES!
NOW . . . you can burn your candles and have them too! For Permalites last a lifetime . . . give years and years of soft candlelight with never a change in their room beautifying glamour. Simply fill these safe, exquisitely designed, anodized aluminum candles with lighter fluid . . . they burn for hours! Fit all type candle holders!
The Gift You'll Love to Give . . . or Get!
only $2.95 the pair
handsomely gift wrapped
No Odor . . . No Bending . . . No Drooping
Picture these beautiful gleaming candles on your table or buffet . . . in rich iridescent colors of Gold, Silver, Red, Green, Blue, Ebony, Chartreuse; also White and Yellow in baked enamel finish.
Send $2.95 cash, check or M.O. — we pay postage. C.O.D.—you pay postage. Refund privilege guaranteed!
CONGRESS PRODUCTS
DEPT. V
1019 Congress Bldg., Miami, Fla.

Ermine for Christmas
Ascot, 18" neckband of finest pieced ermine with flattering cluster of 20 tails. $16.50
Muff to match, approx. 9" x 8" with inside zippered purse. $32.50
Prices include postage and Federal tax—no c.o.d. Catalog on request.
Perfect last-minute Gift

exclusive with
HAROLD J. RUBIN, furrier
52 East 56th Street, N. Y. 22

a garland of cultured pearls for your finger

actual size
Cultured pearls in all their warm glowing beauty linked by 14K white or yellow gold into a dainty ring...$15.00
(Fed. Tax Incl.)
Send ring size or enclose string.
Bracelet of jumbo cultured pearls in white or yellow 14K gold to match...$30.00
(Fed. Tax Incl.)
Send check or money order (No COD's please) to
Marjorie Raven
698 Madison Avenue, N. Y., N. Y.

ZODIAC CHARMS
Strikingly wrought by the skilled hands of the world famous craftsmen
In the jewelry shop of Carl Andersen in Oslo, Norway. Jewel colors of Cloisonne enamel laid on gold-plated sterling silver base. Each of the series of the 12 Zodiac signs is available. Ideal to wear on watch bracelet, charm band, neck chain. Men proudly display their birth sign on watch chain or connected to wallet or belt. Money back if not satisfied. Specify sign or give date of birth. $3.00, plus 60¢ Fed. Tax, postpaid anywhere. Enclose gift card, or send list, we will do the rest.
Write for free catalog of unusual gifts.
HOUSE OF CHARM
901 Box Springs Blvd., Riverside, Calif., on the Road to Palm Springs

SHOP-HOUND
. . . in suspense

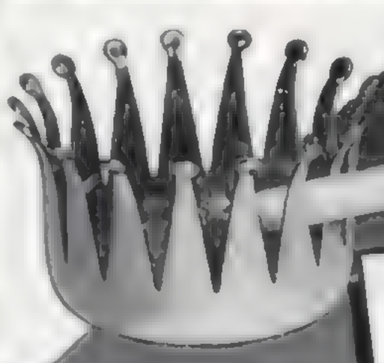
DESK DAGGER. Stiletto-shaped letter opener, the handle, sterling silver, in International's "Queen's Lace" pattern. Good answer to the present-for-a-whole-family problem. $4.50 incl. tax. J. E. Caldwell, Philadelphia, Penna.

CHRISTMAS CHEER. Sir John Schenley blended whiskey in a bottle gilt-monogrammed with the initials of your host. Decanter-like bottle comes in a Christmas-wrapped carton. Approx. $5. for ⅘ quart, at liquor stores.

The gift that says
SEE BETTER
for years to come
Give a Longview and you give years of added seeing comfort. This wider magnifying glass enlarges type 2½ times, lets you read a full column width of newspaper print at a glance. Made of finest optical glass, precision ground for accuracy. Folds into handsome walnut-colored plastic handle. A pleasure to give—or own! Money refunded after 10-day trial if not satisfactory. Gift-boxed, immediate delivery—postpaid. $6.50
EDROY PRODUCTS CO.
480 Lexington Ave., Dept. N, New York 17, N. Y.

1/3 actual size

Now in Beautiful JEWEL TONES & PASTELS



THE ORIGINAL CORONET DESIGNED PARKITSAFE Safety ASH TRAY
REG. U. S. PAT. OFF.
● ALL METAL
● INDESTRUCTIBLE ● FIRE PREVENTING
Stop Damage to
FURNITURE • BEDDING • LINENS • RUGS
SIZE A (2¼") $1.25 plus 10¢ postage
SIZE B (3¼") $1.75 plus 10¢ postage
BRIDGE SET OF 4 (Size A Only) $500 plus 20¢ postage

Match Interior Decor with the Beautiful
"JEWEL TONES"
RUBY EMERALD
SAPPHIRE GOLD
• • •
CIGARETTES WILL NOT MAR, BURN, OR DISCOLOR PARKITSAFES
• • •
★ All bridge sets in assorted jewel tones or all pastels, gift-boxed
★ Individual trays also gift-boxed

PAYMENT WITH ORDER
NO C.O.D. ACCEPTED
Order Now From
PARKITSAFE COMPANY
REG. U. S. PAT. OFF.
NOT THE MANUFACTURER
910 LINCOLN RD.
MIAMI BEACH, FLA.

Women like to give . . . Men like to get

men's socks by

HOLEPROOF

With wonderful finesse she buys them . . . thinking of the breadth of his shoulder and the swing of his stride! And because they are Holeproof, with the Holeproof talent for pleasing men . . . he loves them! Fine stores have them . . . in hosts of types and colors; Short and Regular Lengths . . . 55c to $3.50

All Wool and Wool Content
SANFORLAN
labeled socks by Holeproof
will not shrink out of fit.

Nylon and Nylon Content Socks that wear the Red and Gold Label are

Guaranteed

FOR SUPER WEAR
Or a NEW PAIR FREE

Illustrated, Nylon Pacer Short **75¢**

Others up to $3.50

Men's Socks for Every Occasion by

HOLEPROOF

® HOLEPROOF HOSIERY COMPANY, MILWAUKEE, WISCONSIN. IN CANADA: LONDON, ONTARIO ★ WORLD FAMOUS MEN'S SOCKS ★ WOMEN'S PROPORTIONED STOCKINGS ★ LUXITE UNDERTHINGS AND SLEEPWEAR

in any event

GIVE ELGIN AMERICAN

ELGIN AMERICAN gifts mean more
BECAUSE they give more.
NEW as tomorrow.
FASHION at its peak.
QUALITY, designing and finish beyond compare.
FAMOUS precision craftsmanship.
ELEGANCE for her,
DISTINCTION for him—conclusive evidence of your own
GOOD TASTE.
at better stores everywhere

SOCIALITE LIGHTERS with Magic Action (Left to right): "Hialeah," genuine alligator and rhodium plate, $8.75; "Sportsman," engraved chromium plate, $4.95; "400," engraved sterling silver, $17.50*

"Fantaisie" triple-strand simulated pearls with filigree sterling silver clasp, rhodium plated. In gold-like metal jewel box, lined with satin. $20* complete.

Elgin American

Tune in the Groucho Marx show Wednesday nights CBS network, 9 p.m. E.S.T.

"Duchess" engraved cigarette case, compact and Socialite lighter in silver-finished jeweler's bronze, $26.25 the set.

LITER-CASE** holds cigarettes, lights automatically. The last word in smoking luxury. Engraved jeweler's bronze, $19.95

"Elite," engraved sterling silver cigarette case and Elgin American lighter ensemble, $45*

"Geometric" compact in jeweler's bronze, $2.95

"Flowered" compact in jeweler's bronze, $2.95

"Ribbed" compact in jeweler's bronze, $2.95

BY ELGIN AMERICAN *American Beauty*

*plus federal tax **patented

©1949, ELGIN AMERICAN

SHOP-HOUND

. . . in suspense

NEW COOKBOOK. *A Taste of Texas,* edited by Jane Trahey, has three hundred delicious recipes for you to try. Some of them are recipes originating in Texas, in particular towns; others are the specialties, written in amusing style, of a number of Texas citizens. Still others, recipes donated by people famous the world over which make good reading as well as being fun to cook. Included in this section are the favourite dishes of Christian Dior, Edna Woolman Chase, Elsa Schiaparelli, Yehudi Menuhin, Elizabeth Arden, Oveta Culp Hobby. $3; to order from Neiman-Marcus, Dallas, Tex.

MIEHLMANN

MUDDLERS. Sterling silver spoons with pointed tips. Wonderful to crush sugar, spear cherries in Old Fashioned cocktails. Four, a good present, $12 tax inc., ppd. Handwrought by Lawton, 427 Campbell Ave. S. W., Roanoke, Va.

You'll Rave About

OUR OWN ORIGINAL
ROQUEFORT CHEESE SALAD DRESSING

(The only Salad Dressing bearing the seal of approval of the French Roquefort Association)

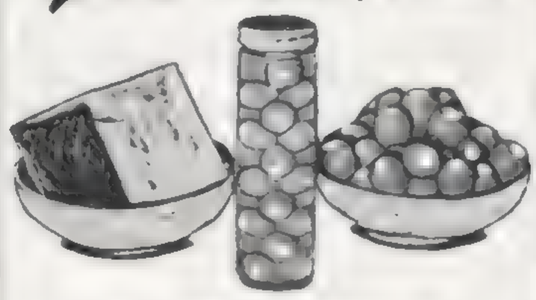
An authentic Roquefort Cheese Dressing made of the finest ingredients—Imported French Roquefort Cheese, Imported Olive Oil, Wine Vinegar, and Seasonings—in just the proper proportions. You'll love it, and your guests will rave. It gives green salads new life. Pint jars only, about ten generous servings.

( ) $1.65 pint ( ) Six for $9.75
Delivered by Prepaid Parcel Post

TO ORDER, CHECK QUANTITY DESIRED, AND SEND THIS "AD" WITH YOUR CHECK OR MONEY ORDER. NO C O D'S

Gourmet Delicacies INCORPORATED
74 Laight Street • New York City 13

You'll Rave About



OUR OWN ORIGINAL
ROQUEFORT CHEESE STUFFED OLIVES

(The only Stuffed Olives bearing the seal of approval of the French Roquefort Association)

A combination that is guaranteed to become the star attraction of your hors d'oeuvre tray—Imported Spanish Manzanilla Olives stuffed with Imported French Roquefort Cheese, and packed in pure Imported Spanish Olive Oil for a taste sensation that demands much repetition. 5 ounce jars only.

( ) $.95 per jar ( ) Six for $4.85
Delivered by Prepaid Parcel Post

TO ORDER, CHECK QUANTITY DESIRED, AND SEND THIS "AD" WITH YOUR CHECK OR MONEY ORDER. NO C O D'S

Gourmet Delicacies INCORPORATED
74 Laight Street • New York City 13

FOR HOLIDAY GLAMOUR

INNISFREE'S

PATE DE FOIE
with TRUFFLES! Rich & smooth & delicately flavored for canapés and hors d'oeuvre.
$1.75 for a 13 oz. jar

&

RILLETTES
a superb pâté of pork & herbs & spices . . . for generations one of the outstanding delicacies of France.
$1.00 for a 13 oz. jar.

Gift Combination . . . one jar of each as shown..... $2.50

Shipped postage prepaid East of the Mississippi. West add $.25 for one jar & $.10 for each additional jar. *No COD's.*

INNISFREE FARM COMPANY
Limeton, Virginia

List of products sent on request

For HOLIDAY GIVING *and* YEAR-ROUND FEASTING

FORST
CATSKILL MOUNTAIN *Smoked* DELICACIES

Do your Christmas shopping from your easy chair. Select one of the many deliciously "different" Catskill Mountain Smoked Delicacies.

FORST CATSKILL MOUNTAIN *Smoked* TURKEY

That perennial favorite, a luscious, taste-teasing, palate-pleasing whole Forst Catskill Mountain Smoked Turkey, cured in rare herbs and spices, then smoke-cooked in air-conditioned smokehouses to golden-brown perfection over fragrant applewood embers. From 8 to 18 lbs., net smoked weight. Price $1.60 a lb.

Vacuum-Packed
***Smoked* TURKEY DELICACIES**

Sliced Smoked Turkey, Handi-cut into cubes, and Pate—all ready to eat. Keep without refrigeration until opened.

NEW AMSTERDAM SELECTION—12—½-lb. cans (4 ea. of Paté, Handi-Cut, Sliced).....*Only* $16.00
HENDRIK HUDSON SELECTION—6—½-lb. cans (2 ea. of Paté, Handi-Cut, Sliced).....*Only* $8.50
PETER STUYVESANT SELECTION—3—½-lb. cans (1 ea. of Paté, Handi-Cut, Sliced).....*Only* $4.75

FORST CATSKILL MOUNTAIN *Smoked* HAM

A mouth-watering treat—sugar-cured and smoked Southern style over aromatic hickory embers according to a generations-old Forst recipe. Ready to eat. Satisfaction guaranteed. Order NOW! 10 to 18 lbs., net smoked weight. Price $1.25 lb.

Send for beautiful illustrated full color book of Forst Catskill Mountain Delicacies—showing many other tempting taste treats. Attach your gift list and check to this ad. All orders festively packed, shipped delivery charges prepaid anywhere in Cont. U.S. Supplies limited! *Order NOW!*

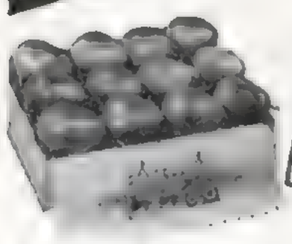
THE FORSTS
ROUTE 204 KINGSTON, N. Y.

asparagus tureen and cover

Portuguese pottery reproduction of a fine antique Meissen porcelain tureen. Cover has handle for easy grip. Use it for cigarettes and candy. Approximately 7" long x 4½" high x 4" deep. Perfect Christmas gift for the hostess who "has everything." *Parcel Post Not Included.* **$12.50**

Alice H. Marks
9 WEST 57TH STREET, NEW YORK 19, N. Y.

NOW for only $9.85



3-MONTHS MEMBERSHIP STAGECOACH FINE FRUIT CLUB

Includes Christmas delivery 12 to 14 huge Du Comice pears, so juicy you eat 'em with a spoon; 12 to 14 crunchy "Delicious" apples in Feb.; 12 to 14 mammoth, juice-laden Hale peaches in Sept. All specially selected for large size and quality; unconditionally guaranteed to satisfy. No. 50-B, Express prepaid **$9.85.**

FREE! Beautiful brochure of Stagecoach Fine Fruit in natural color; also nursery folder in color offering bonuses of fruit trees, roses and other flowers for Club Memberships.

Introductory Box A, containing 6-8 large, juicy Du Comice Pears **$1.95;** Gift No. 1, 12 to 14 same selected large pears **$3.45.**

★ All express prepaid. Mail your gift list with check or money order TODAY—we'll do the rest

Gordon Green
Box 101
Old Stage Road
Medford, Oregon

STAGECOACH ORCHARDS

XMAS GIFTS SOLVED

For Relatives and Friends
Executives and Business Associates

AULD LANG SYNE
A NEW AND RARE CHEESE GIFT

Three of the Finest Cheeses. Packed in 3 beautiful Beer Steins. Gift box of 3 steins containing French Roquefort in Brandy, 15-oz. net. Canadian Cheddar in Port, 15-oz. net. Gorgonzola in Brandy, 15-oz. net. Everybody wants these cheeses and everybody wants the delightful steins. **Gift packed $9.75.**

Postage Paid in the East. West of the Mississippi add 30c per package. Mail your order Early with check, money-order or cash, no C.O.D.

DUTCHESS FOOD SPECIALTIES CO.
1949 Park Avenue New York 35, N. Y.

the Spoon for Her is Whip & Stir

KooKing SPOON

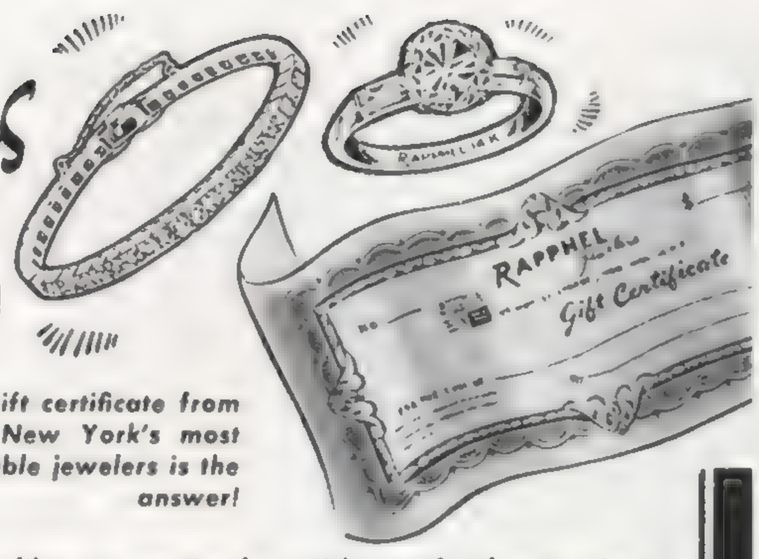
IT WHIPS, IT STIRS, IT BLENDS, IT SERVES!

Cut-out design and extra width make this stainless steel spoon an effective tool for beating, whipping and stirring. Flat tip gets way into corner of pot or pan to easily remove food for serving. Cool plastic-impregnated handle. **$1.00**

Add 15c for postage. Sorry, no C.O.D.

THE PLASTICRAFTERS
301 N. Michigan Ave., Chicago 1, Ill.

Christmas GIFTING CAN BE FUN!



And a gift certificate from one of New York's most fashionable jewelers is the answer!

You'd like to surprise her with a gift of rare elegance . . . fine jewelry. Now she can choose it herself . . . at home (from our gay and complete catalog) or right at our shop. That's the beauty of a gala Rapphel Gift Certificate! Send check for $25 or more; if you wish the certificate mailed to her at Christmas, we shall be happy to enclose your card

Gems designed to compliment beautiful women!

GEMS THAT EXCEL — ZIRCONS BY RAPPHEL

RAPPHEL *Jewelers*

47 WEST 57th STREET NEW YORK 19, DEPT VG PLAZA 8-3011

SHOP

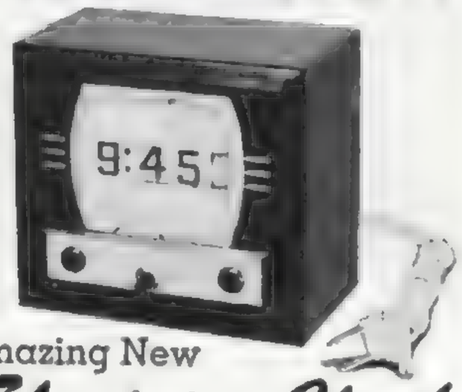
FINE LINEN and lace handkerchiefs; $5 ppd. for 6 in white, pastels. Marvin Gift Shoppe, 555 Sutter St., San Francisco. White linen squares with red, navy-blue figures, French songs. $1 each, ppd.; Pascal, 131 E. 56th St.

PORRINGER, reproduction of an 18th-century one, to use as an ash tray or as a candy-dish. Of tarnish-proof metal alloy, $2.25. Ladle, $1.25, both ppd. (Add 25c w. of Mississippi.) Massachusetts House Workshop, Lincolnville, Me.

Custom Cut...

SAKS FIFTH AVENUE
New York

TELE-VISION



Amazing New
Electric Clock

- Tells Time on a Luminous Video Type Screen
- Works Like a Speedometer
- Also a Nite Lite

Prepaid $11.95 Fed. Tax Incl.

An unusual gift for home or office. Handsome plastic case in mottled walnut, gold trim. Size: 5" x 5½" x 3½". Self-starting electric movement, guaranteed by manufacturer for 25,000 hours! Order now for early delivery. Send check or money order.

THE *Mailbag* SALES COMPANY
257 S. 52nd St. Phila. 39, Pa.

Time in a Hatbox!

Be the first to wear—or to give—this unusual bracelet watch. Fine 17 jewel Swiss movement set in an 18k gold plate hatbox charm; dangles from heavy, gold-filled links. Hatbox top springs shut for safety.

One week delivery—money back guarantee

$29.75 Tax included—postpaid

Handsomely gift boxed.

no cod's please

HARCOR NOVELTIES
919 Park Place Brooklyn, N. Y.

Personalized Informals

The most welcome of gifts. Ideal for thank-you's, invitations, and important "little notes". Heavily embossed panels on rich vellum in bright white and soft pastel shades, with your name attractively printed. 36 printed notes with 36 printed envelopes in a lovely utility box with transparent plastic cover.

White, Pink, Blue, Grey, Tan, Green
$1.25 a box, gift wrapped, postpaid
Send check or money order.
Catalog upon request

THE SHOP WINDOW
NO. WILBRAHAM, MASSACHUSETTS

A HAIR-DO by *Guro*
the master stylist

Inspired by you . . . and you alone!

Long or short, your hair tapered and shaped to your type . . . $3

SPECIALIST IN CORRECTIVE HAIR TREATMENT
CONSULTATION AT NO Ccharge

Guro
54 WEST 56th STREET
Circle 7-4236

HORTON JEWELS ARE AN INVESTMENT IN BEAUTY

Beautiful solitaire rings...white, flawless center diamond, with baguette diamond on either side, tailored platinum setting...approximate weight:

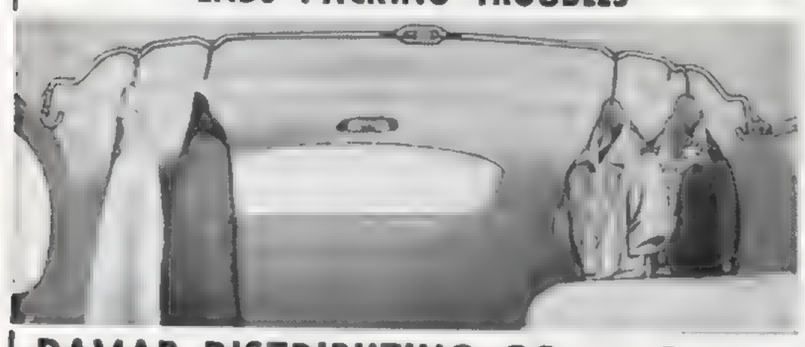
ROUND CENTER DIAMOND
1½ carats...$1250 1¼ carats...$950
1 carat.....$750 ¾ carat....$450
½ carat...$330

EMERALD CUT CENTER DIAMOND
2 carats...$1350 1½ carats...$1000
1 carat.....$600 ¾ carat.....$400

Shown Actual Size • Fed. Tax Incl.
Mail orders receive careful attention.
FREE! Send for our new catalog of beautiful jewels at Horton's low prices. Dept. V

Horton Fifth Avenue Jewelers
545 Fifth Avenue, New York 17, N. Y.

NEW AUTO CLOTHES RACK
ENDS PACKING TROUBLES



Holds up to 32 garments FULL LENGTH

This amazing Hang-All Auto Wardrobe Rack fits flush with the roof of your car *above* doors or windows. Does not obstruct rear view vision or use of doors or windows. Attaches in seconds to any make or model car—instantly detachable if desired. Handsome nickel-plated steel rack will support one hundred pounds. Saves packing troubles—eliminates pressing bills—pays for itself the first trip. Send check, money order, or postal note today. $3.95 postpaid. Money back guarantee in 10 days.

DAMAR DISTRIBUTING CO. Dept. 12V 22 Treat Pl. Newark 2, N. J.

HOUND

. . . in suspense

FLAIR FOR HAIR. Christian Frederick Jungst, hairdresser at the Madison Hotel, 58th St. and Madison Ave., New York, has just that. Among his particular talents: his ability to make an asset out of an unruly cowlick; a wave that persists in nonconforming. His facility in styling hair to the present fashion, cutting it, thinning it, but avoiding a too-shorn look. With these is Mr. Jungst's constant feeling that a woman must always look as if her coiffure were part of her entire appearance, not an independent production. And, best of all, he consistently brings about every one of these things.

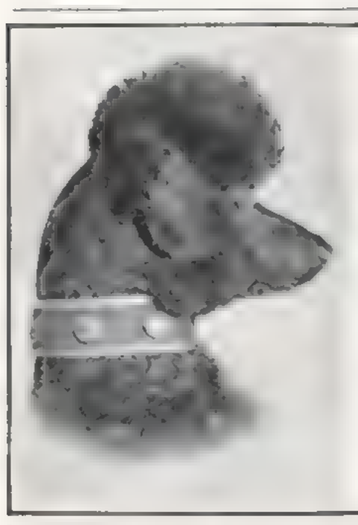
MIEHLMANN

SOFT TOUCH of velvet for this black slipper by Capezio with a sliver of a heel, narrow grosgrain ribbon to tie across the instep or tuck under. Nice note with dinner-at-home clothes. $9.25 ppd. Merryall House, New Milford, Conn.

Fine diamonds in platinum: necklace, $3,550. Brooch, $6,240. Wrist watch, $6,000. Yellow gold: 14K . . . ruby and diamond-set vanity case, $504. Man's 18K Patek Philippe watch, $550. Sterling Silver: cigarette box, 9⅞" long, $110. Fed. Tax Inc.

C.D. Peacock

JEWELERS CHICAGO



Cocktail Collars for Doggies

Bring "Henry" out at your next party, dressed up for the occasion! Smart, colorful felt, hand-made Cocktail Collars for Doggies by one of America's foremost designers. Send string length for size.

Black, sequins & rhinestones .....$6.50 ea.
Kelly Green, Gold Coins & Braid . $4.50 ea.
Chartreuse, Cocoa, Daisies & Sequins $5.50 ea.
Red Bow Tie, Gold Sleigh Bell .....$3.50 ea.
All prices postpaid—No C.O.D.'s.

SEND FOR FREE BROCHURE

The Village Vendors

of Westwood Village - and "Henry" too

P. O. Box 4202, Dept. M, Los Angeles 24, Calif.

Fire Screen Initials

OF THE FINEST POLISHED BRASS

The neatest gift ever, for "today's Homemaker". Personalizes and enhances any fireplace setting. An Old English letter in gleaming brass that attaches to screen easily—quickly. Brass is lacquered to prevent tarnishing. Letter is about 6" high by 5½" wide. Nicely boxed. Place orders immediately to insure Christmas delivery.

Each letter is **$5.00** *ppd. No C.O.D.'s*

WRITE FOR ILLUSTRATED BROCHURE

Frank L. Danner V-12, 101 TREMONT ST., BOSTON 8, MASS.

Rare Old English Lavender Sachet

All for Only $1

Bamboo Basket and Two Bags *By Mail Postpaid*

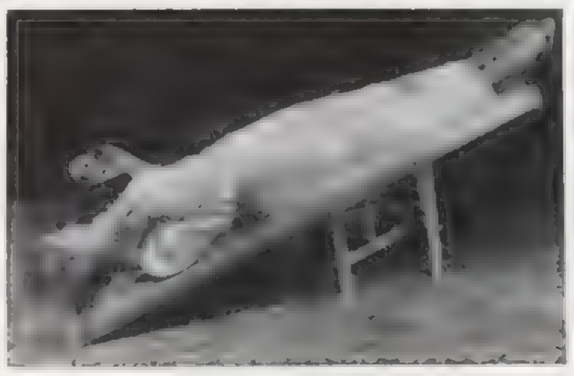
Yes, it's genuine Royal English Lavender, free from adulteration, with its natural, long-lasting fragrance in hand woven bamboo basket and chiffon bags.

Nice to delicately perfume the bedroom and powder room, the linens, dress and garment bags, the lingerie and hosiery drawers, the handkerchief box, etc., and to place among the woolens to discourage moths.

Similar Baskets filled with Rose Buds, Orange Blossoms or Pine Balsam—same price. Baskets may be refilled. Gift packaged.

Edward George Company

1243 Boardwalk, Atlantic City, New Jersey



Be inclined toward

GOOD LOOKS *on the*

GLAMOUR-REST

The tilted table technique for combating the ill effects of gravity has been used for years in many hospitals. A few minutes at this restful angle and fresh new blood is sent to the face and neck. Opens and folds automatically. Painted at your choice: red, black, pastel blue. **$19.95**

Presto—special Featherweight Glamour-Rest folded, placed on matching frame, is transformed into an attractive coffee table.
A perfect gift combination, in the above colors, also mahogany or blond only **$29.95**

Postpaid, tax incl.: check or M.O. to:

AMDECO, Inc.

221 Fourth Avenue
Dept. VV
New York 3, N. Y.

Manya Kahn is happy to announce her

NEW, DIFFERENT, DELIGHTFUL

14 DAY *"Lovely to look at"* HOME COURSE $14

For years Beauty Editors have acclaimed Manya Kahn and her wonder-working method for lasting youth and loveliness. For years, women have begged Manya Kahn, outstanding authority on "glamour of face" and "beauty of figure" to put her priceless secrets into a Home Course.

So, here it is . . . her much wanted, much needed Home Course, to slim you down, to round you out, to make you more attractive, more desirable. Whether 16 or 60 you learn *Why—How—and What* to do each day to make you more "LOVELY TO LOOK AT".

"LOVELY TO LOOK AT" Portfolio, original—exclusive with Manya Kahn opens into easel-form, holds 14 large, beautifully illustrated charts plus fascinating Manual that reveals secrets you *must* know to stay young and lovely. Act NOW—fill out coupon, mail today!

MANYA KAHN STUDIOS, 53 WEST 57th ST., NEW YORK 19, N. Y.
Please send me your 14-day "LOVELY TO LOOK AT" Home Course, postpaid, at once. I enclose check ( ) or money order ( ) for $14.
Name.....
Address.....*City*.....*State*.....
So that you may advise me personally, my age is.....
V12 Occupation.....Weight.....Height.....

PORTRAITS, Inc.

PORTRAIT CENTER OF AMERICA

Family Portraits • Official Portraits
Miniature Portraits • Portraits from Photographs

460 PARK AVENUE NEW YORK
Lois Shaw Helen Appleton Read

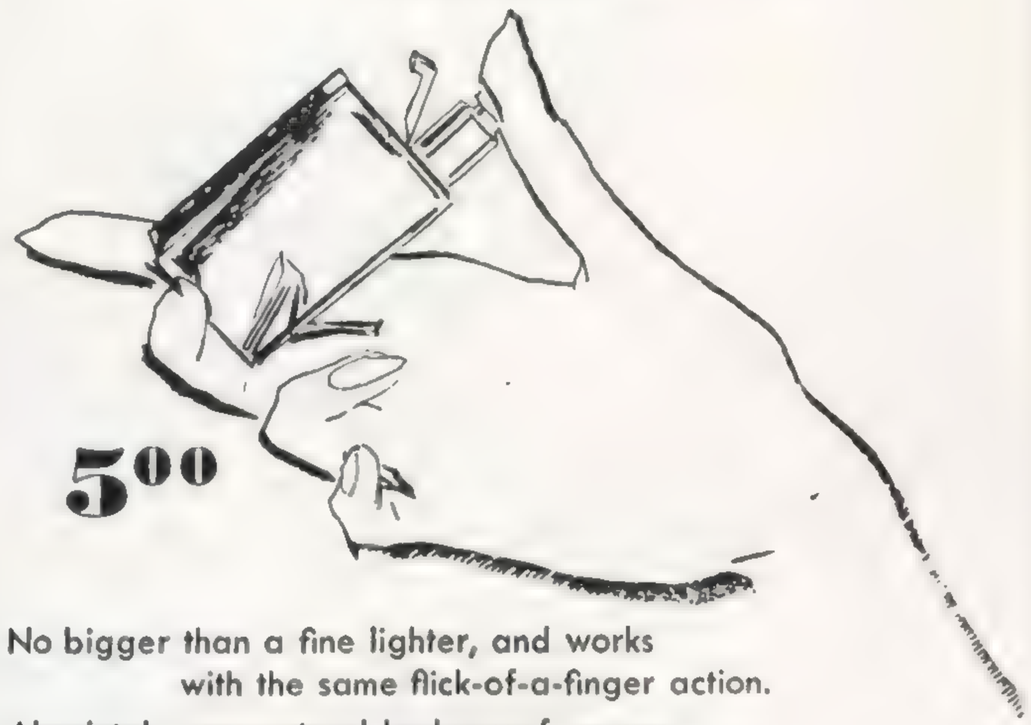
SHOP-HOUND

. . . in suspense

CHRISTMAS FLOWERS. Usually one thinks of giving bulbs at Christmas only to people living in the country. But there is a place on your list for the city flower enthusiast, too. The Stassen Floral Gardens, Inc., 106 Jefferson Ave., Roslyn Heights, N. Y., has collections of bulbs which are easily grown for winter blossoming right in the house. Among these: white narcissus, sweet-scented iris, 12 bulbs for $1.20; blue crocus, 12 for 70c; nine mixed hyacinths for $2.25; 25 tulips for $2.60; 15 daffodils for $2.20. Small cups of aluminum to hold hyacinth bulbs individually are 10c each.

CHRISTMAS FRUIT. If you have been trying to think of a present for an entire family, you may be pleased to hear about this. The Fruit-of-the-Month Club, Bear Creek Orchards, Medford, Oregon, has, among its selection of packages, a fruit collection called "Tower of Treats," with enough variety to tempt almost any taste. It is in Christmas wrappings and tied with a spray of holly. $6.65 postpaid. Or, if you would like yours to be a year-round present, you might order the famous Fruit of the Month. All twelve, $38.45 postpaid.

the Lady Sterling *Atomizer*



5.00

- No bigger than a fine lighter, and works with the same flick-of-a-finger action.
- Absolutely guaranteed leak-proof, evaporation-proof and for performance.
- And so beautiful, in anodized aluminum, finished in black, gold color or silver color.
- Perfect gift, if you can bear to give it away!

ARIEL Products, Inc. *141 Broadway, New York 6, N.Y.*

MIST GREEN
BY LEBOW

An important new color in more weaves than one.

Just a few of the stores where Lebow Clothes are sold. Write for name of dealer in your area—Lebow Bros., Inc., Balto. 2, Md.

San Francisco
ROOS BROS.
Burlingame
ROBERT W. GATES
Pasadena
WILLIAM TAYLOR, JR.
Stockton
JOHN BALL
El Paso
POPULAR DRY GOODS CO.
Wichita Falls
S. & Q. CLOTHIERS
Austin
SCARBROUGH'S
Fort Worth
WASHER BROS.
San Antonio
FRANK BROS.
Reno
JACOBS & JACOBS
Memphis
OAK HALL
Kansas City & Wichita
WOOLF BROS.
Amarillo
HARRY HOLLAND
Cleveland
ROGOFF BROS.
Syracuse
HOTEL SYRACUSE MEN'S SHOP
Richmond
BERRY-BURK
Philadelphia
JACKSON & MOYER
Tampa
WEIL-MAAS

A CARON GIFT

PERFUMES:
"OR ET NOIR"
"WITH PLEASURE"
"LA FÊTE DES ROSES"

© Caron, 1949

THERE ARE THREE VOGUES
AMERICAN, BRITISH, FRENCH

EDNA WOOLMAN CHASE
EDITOR-IN-CHIEF

AMERICAN VOGUE

EDITOR: JESSICA DAVES
ART DIRECTOR: *Alexander Liberman*
ART EDITOR: *Priscilla Peck*
FASHION EDITOR: *Bettina Ballard*
Associates:
Muriel Maxwell
Eleanor Montgomery
Constance Bradlee Thayer
Babs Simpson
Virginia Thaw
Catherine Murray McManus
Jane Kift
Francesca Kilpatrick
Marion Skerten
Nicolas de Gunzburg
Elizabeth Gibbons Hanson (West Coast)
Kathleen Aston Casey (Midwest)
Despina Messinesi (Paris)
FEATURE EDITOR: *Allene Talmey*
Associates:
Mary Jean Kempner
Rosamond Bernier (Paris)
EXECUTIVE EDITOR: *Mildred Morton*
CONTRIBUTING EDITORS: *Millicent Fenwick*
Evelyn Clark Emmet
HOSTESS EDITOR: *Alison Bisgood*
BEAUTY EDITOR: *Evelyn Green Haynes*
Associate: *Mary Haas*
SOCIETY EDITOR: *Margaret Case*
MERCHANDISING: *Angeline Dougherty*
COPY EDITOR: *Lois Bohlig*
STAFF WRITERS: *Carol Phillips* • *Mab Wilson*
Kate Rand
COPY EXECUTIVE: *Jeanne Ballot*
ADVERTISING MANAGER: *C. B. Van Tassel*
EDITORIAL AND ADVERTISING OFFICES:
420 Lexington Ave.
New York 17, N. Y.
Telephone—LExington 2-7500

BRITISH VOGUE:
37 Golden Square, London W. 1.
EDITOR: *Audrey Withers*
MANAGING DIRECTOR: *Harry W. Yoxall*

FRENCH VOGUE:
4 Place du Palais Bourbon, Paris 7
EDITOR: *Michel de Brunhoff*

VOGUE IS PUBLISHED BY
THE CONDÉ NAST PUBLICATIONS INC.
PRESIDENT: *I. S. V.-Patcévitch*
VICE PRES. & ADV. DIR.: *Frank F. Soule*
VICE PRES. & COMPTROLLER: *Benjamin Bogin*
TREASURER: *William E. Beckerle*
SECRETARY: *Mary E. Campbell*
BUSINESS MGR.: *Perry L. Ruston*

COVER: Cast by the master hand of Mainbocher in red satin and sable, one of the lavish and magnificent evening costumes of the year. The dress has an almost slim look in front, but flows into importance and a little train at the back. The simple, draped bodice is very décolleté. Over this there is a magnificent cape of the same satin with a sable collar, a lining of squirrel dyed to match the sable. To order.

HORST

VOGUE

INCORPORATING VANITY FAIR

DECEMBER, 1949, CONTENTS

Fashions

For a début: white mists 94
Somali leopard suit jacket 100
Going to the tropics—beach and sun fashions:
Jumper swim suit 102–103
Corrugated pleats 104–105
Envelope suit in wool, flat-top suit in nylon 106–107
The Chanel look 108–109
Tied pants, wrapped pants 110–111
Stocking presents 130–131
New fashions for now and now on:
Dresses for now and now on 132–133
Suits for now and now on 134–135
Coats for now and now on 136
Butterscotch for now and now on 137
High red for now and now on 138–139
Separates for now and now on 140–141
For evenings now and now on 142–143
Last-minute Christmas presents 148
Two new nylons—lingerie in time for Christmas 162–163

People and Ideas

Vogue's eye view of ideas not too late for Christmas 81
"The Presentation at the Temple"—detail of painting by Giovanni Bellini 82
Christmas night. By A. R. Caltofen 83
Madonna and child. By Henri Matisse 85
Christmas at Cuzco 86–90
Irving Penn . . . By Edward Steichen 91
Stalking castles. By Oliver St. John Gogarty 91
Chicago débutante cotillion—Miss Joan Peterkin, Miss Barbara Underwood Brown, Miss Judy Hargrave, Miss Allison Dean, Miss Gloria Green, Miss Betty MacFarland 92–93
Mrs. Pierce Simpson 95
Magic for children 96–99
Christmas presents we'd love to expect 101
5, Belgrave Square, the house of Henry Channon, M.P. 112–115
Eric. By Aline B. Louchheim 116–119
The decline and fall of blondes. By Anita Loos 120–121
Vogue spotlight 122–123
Vertès Christmas stencils for you to make 124–125
They chose in Italy. . . . Clifton Webb, Van Day Truex 126–127
Alan Paton writes of South Africa 128–129
Christmas silver; Christmas tables 144
Jean Paul Morel. By Geoffrey and Daphne Hellman 165
Joe Carter and the ducks. By Thomas W. Phipps 167

Special Departments

Vogue's School and Camp Directory 55–57
Shop Hound follows the men 64–65
Shop Hound 66–70, 73–76

VOGUE INCORPORATING VANITY FAIR IS PUBLISHED SEMI-MONTHLY
EXCEPT FOR THE MONTHS OF DECEMBER, JANUARY, JUNE, AND JULY,
WHEN IT IS PUBLISHED MONTHLY.
THIS WILL BE THE ONLY ISSUE IN DECEMBER.

COPYRIGHT 1949, THE CONDÉ NAST PUBLICATIONS INC. THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR (TEXT AND ILLUSTRATIONS) ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U. S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. (ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.) EDITORIAL AND ADVERTISING OFFICES, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. SUBSCRIPTIONS $7.50 A YEAR, $12 FOR TWO YEARS, PAYABLE IN ADVANCE. TO POINTS OUTSIDE CANADA, U. S. A., AND POSSESSIONS, $15 PER YEAR. SINGLE COPIES FIFTY CENTS IN U.S. AND CANADA. $1 ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONN.; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.

Nostalgia

subtle, sophisticated—
never to be forgotten
perfume by

Germaine Monteil

VOGUE'S EYE VIEW *of* IDEAS NOT TOO LATE *for* CHRISTMAS

Men are the eleventh-hour champions—exasperatingly successful late shoppers.
As late as December 24, and P.M., too. But women,
who do most of the Christmas shopping, need more time.
For them, it's late now—but not too late. Late, perhaps, to be relaxed about your list,
but there's still time for the pretty gesture, the practical inspiration.
It may be too late to have Christmas cards engraved,
but it's not too late to write Christmas notes.
It may be too late to have a chiffon nightgown monogrammed,
but it's not too late to deliver, by hand,
a gold-and-blue gauze-wrapped jar of potpourri;
and it's too early for those loving and spontaneous Christmas telegrams
(not the ones you send because they sent you a card, and you forgot).
You've time to invent the prettiest Christmas tree on the block,
and to find plenty of under-$5 presents. (We hope you kept your November 15 Vogue?)
You still have time to make a European Christmas with a CARE parcel,
or to send, air mail, a dozen fresh eggs to England.
You've time to test out your new eggnog recipe (often),
to pick up stocking-stuffers for the children—a kaleidoscope, a yo-yo—
and to deck the halls (four-foot foyer, tapestried library, or arm-span living room)
with boughs of holly or swags of English boxwood.
It's not too late to order a smoked turkey,
for use when it is too late to order anything else.
It's not too late to have a plotted colour scheme for your Christmas wrappings
(say, pale blue with deep green, or lemon yellow with white),
or to use the Vertès stencils in this issue.
It's too late to make a pair of needlepoint slippers, but you probably still have time
to order theatre tickets—for anything but *South Pacific*.

"THE PRESENTATION AT THE TEMPLE" *(detail)*
by
GIOVANNI BELLINI

CHRISTMAS NIGHT

High up in the Swedish forests, near the region of Lapland, in a world-forgotten village everything was soft and heavy with snow, even the sky and the air. It was pitch dark, though the snow tried its best to light the dark a bit. Now and again the mysterious gleam of the northern lights passed quickly over the wide plain, but it only increased the feeling of darkness.

By and by the little village street began to reveal itself. A row of candles in all the windows, behind all the windows, made the thick icicles glitter. Otherwise only shadows were visible. The pine forest stood, white and silent, as if in expectation. The birch trees on the village street softly chattered when they trembled.

Then bells began to ring. Muffled and yet powerful, near and yet unreal. In a short time the snow covering the small square in front of the church was changed into shining ice under the stamping of many feet, which in spite of felt bôots and sacks full of hot plum stones were becoming stiff. Meanwhile from under shapeless, thick fur coats appeared glowing cheeks and brightly coloured gloves and, by and by, the women and children belonging to them. All soon indistinguishably merged with the crowd in half light. When they reached the open church door, where a flood of light poured out, the splendour of their costumes was revealed. Yet nobody looked. They all gazed toward the lighted candles inside. In front of each seat a candle *(Continued on following page)*

Opposite:

"The Presentation at the Temple" shown last summer at the great Bellini exhibition in Venice, and here reproduced for the first time in colour, was long thought a copy of a Mantegna. Bernard Berenson fairly recently recognized the Bellini technique, and now this painting is considered one of the finest examples of Bellini's early period.

PHOTOGRAPH BY ALEXANDER LIBERMAN

(continued) was fixed and when the draught blew, all the little flames bent forward as if they knelt to the Child in the manger standing on the altar.

The people stood like a wall, all of them spellbound by the golden shine of the many candles. Their hearts were filled with devotion. The crowd was so large that the young minister had to give his sermon with the doors open. Then a tune was played on a single violin, its thin voice leading the melody. After a short period of suppressed coughing and clearing of throats, all these shy people began to sing. As they sang clouds of steam poured forth with the old, familiar carols. Now and again the singing lagged, by one or two words, behind the playing of the violin. But it was all incomparably beautiful.

On the walls of the ancient village church dark shadows made indistinct, like ghosts, a Danish coat of arms amidst its knights, symbol of the past Danish-Norwegian domination; a slender Madonna, and faded pictures of saints. Round about the walls were strangely wound pillars, worm-eaten reliefs, century-old masterpieces of art produced in the homes of Jämtland. And in all this, those quiet, grave people with the deep runes of life in their faces and gleam of Christmas in their dreaming eyes.

Never was there such extreme silence as during their silent prayer. There was only the delicate sound of the horses outside chewing the bark of the mountain ash, the fluttering of ptarmigans in the wood.

And beside me I heard, soft like a breath, the whispered words: "*Titta nu här.*" A little boy lovingly gave his Yule bock (that traditional toy goat) a little push under its head of straw. He wanted it to look up to the timber-work under the ceiling. With his head bent back, he had stood all the time among the grownups, gazing wonderingly up at a little blue angel blowing a trumpet. I looked at him and smiled. He shyly folded his hands, after crossing, with holy gravity, the stiff, straw legs of the little bock. A golden star amidst the beams suddenly began to sparkle. I felt I was standing under the star of Bethlehem.

By A. R. Caltofen

MADONNA AND CHILD
by
HENRI MATISSE

This Madonna, the central figure on one wall of the new Matisse-designed chapel of Sainte Marie du Rosaire at Vence, will be all black lines on white tile. (The only colour in the church will be the stained glass windows.) Never reproduced before, this charcoal working drawing, on a wall in Matisse's studio, was photographed by Alexander Liberman.

CHRISTMAS AT CUZCO

Vogue's photographer, Irving Penn,
spent last Christmas in
Cuzco, Peru,
rented the local photographer's studio
and took over his assignments;
the result: the album of Peruvian portraits,
on this and the next four pages.

Cuzco is a vertical town perched high in the Andes mountains of Peru at an altitude of about eleven thousand feet. To the Indians of the region Christmas is a fiesta (although not a major one) when they come to the great Cuzco market to buy toys and sweets for their children. To buy, they must sell their small produce—eggs, fruit, or cloth. If money is left over, many of them—particularly those with a new baby in the family—go to the photographer's studio, where most of these pictures were taken. In front of the camera they tend to be tense, stiff, even trembling. To pose them it was easier for Vogue's photographer to move their arms and legs, changing the angle of their bodies, rather than ask them to do so as few of them speak Spanish. Their dialect is that of the ancient Incas, full of consonants, peppered with "K" and double "K," giving a stuttery effect. *(Continued on page 154)*

Opposite: Family group: at the photographer's studio

Mother and child: shoes, a European influence

Mother and sleeping child

Fruit vendor from the valley

PENN

Shepherd with five-toned flute

Beggar girl holding a precious orange

Egg seller (5 eggs) with his son

Mother and daughter, camera-conscious

Girl, wrapped in mystery

STALKING CASTLES

BY OLIVER ST. JOHN GOGARTY

IRVING PENN... BY EDWARD STEICHEN

Director of the Department of Photography at The Museum of Modern Art

"Irving Penn is one of a small group of first rank young photographers today, and in his own particular field his work is unique. In still-life pictures, the texture and pattern of different objects, surfaces, and materials are rendered with a new and breath-taking kind of reality. His forthright portraits are penetrating and incisive characterizations of individuals. In photographing people or objects, it is usually the sculptor's kind of interest in form rather than the painter's that dominates the image, and each object or person appears as a unity in itself. Like the sculptor, he composes figures and things in relation to space rather than to the rectangle of the print. He uses both artificial and day light in the simple direct manner of Brady and the early skylight studio photographers. An actual old photo-gallery in Cuzco, Peru, provided a setting and has given an impersonal emphasis to a series of documentary photographs that richly render the timelessness and human dignity of a people." *From a preface by Steichen for a collection of Penn's photographs now being exhibited throughout the country by the Museum of Modern Art.*

Opposite: Cuzco maskers

Offaly is one of the midmost counties. The land is fertile and well-watered. I felt that there must be castles in it. Now when a castle is mentioned in Ireland the mind calls up a fortified ruin in more or less decay. Castles are all that remain in the land to show to what stormy times and devastations it has been subjected; they were built when there was no living without them: men had either to live in a strong castle or in a lowly cottage out of sight, in order to survive. They who lived in cottages did not, as a rule, contribute to history. Those who lived in castles did, either as victors or victims; and they got into the news, which was chiefly scandal, in the days of Queen Elizabeth or of her uxorious father, Henry VIII.

I was looking up the local history when I came across the phrase, "Maw Coghlan of the Fair Castles". I realized that he lived in the vicinity three hundred years ago. "Surely," I said to myself, "he must have had remarkable fortresses, else he would not have earned such a title at a time when anyone who counted lived in a guarded home." Here was I within a few miles of his dominions. It was time to stop reading about them and start to search for the Fair Castles for myself.

Now all my life I have been taken by lovely and romantic things. There was a time when I used to collect lakes even if they were hardly bigger than large ponds. Then I collected little waterfalls. And there was a time when I used to go stalking castles. Do not think me mad if I use the word "stalking". Anyone who has sighted a castle suddenly and then, just as suddenly, lost it in a fold of the hills, will know what I mean. You see it now; and then you lose it because a tangle of briar intervenes. When you emerge it is still lost until you catch sight of it again from a clearing on a rising field; as soon as you leave the high ground it is gone again; and, sometimes, when you are closest to it, it is hardest to find. Old castles are not to be come upon by the roadside, but in far fields or by the sides of rivers, or lakes, or the strand of the sea. Those that stood by a highway were, as likely as not, pulled down to make road metal by native contractors who had not yet risen to an appreciation of their country's history.

Luckily I was staying with a friend to whom such things as old castles and landmarks were dear. "Yes," he said, "I know a goodly castle not far from Shinrone. I will bring round the Buick and off we will go."

We passed through a countryside full of great trees with horizontal boughs that sprung low down, a sign that the land from which they rose was rich though, here and there, reeds showed in the middle of fields, proofs that the land was in need of drainage. There were signs that a drainage scheme was in progress, mechanical shovels rose along the river bank; and along the river bank stood Clonoony, the castle of our quest.

We had gone past the little village of Cloghan hardly a mile when we were under the castle walls. It was surrounded by a containing wall, for in the days it was built, the flocks and herds had to be sheltered before the fight began. We got out and found that we had to stand back across the road to see to the top of its donjon tower. This, like the outer fortifications, was crenellated, that is, provided with battlements, which is unusual because in most castles the top wall is breast high. It suggested something built after the Waverley novels appeared, for then every man who lived in a castle had his walls crenellated and this modern feudalism did not stop at castles. I have seen a battlemented public house.

Nevertheless, Clonoony castle was the real thing. It is even *(Continued on page 156)*

HORST

MISS ALLISON DEAN, MISS GLORIA GREEN,
MISS BETTY MacFARLAND

They wear the sort of cascading white dresses—long, strapless or nearly—in which they will be presented at the ball apexing Chicago's holiday season, the first Débutante Cotillion and Christmas Ball. Miss Dean's dress is by Adrian: tiered net over a shine of silver lamé. Miss Green wears net, the wide skirt flocked with little ostrich plumes. For Miss MacFarland, a dress prompted by Dior, a strapless, delicate system of diagonal tucks.

CHICAGO DÉBUTANTE COTILLION

For the débutantes: white dresses, identical white bouquets, long white kid gloves; at the Cotillion to benefit the Women's Board of the Passavant Memorial Hospital in Chicago. Among the débutantes: Miss Brown, wearing here a Hardy Amies dress of net wreathed with French lace; Miss Hargrave in a strapless dress, a tiered mosaic of net and lace.

MISS BARBARA UNDERWOOD BROWN,
MISS JUDY HARGRAVE

MISS JOAN PETERKIN

Opposite page: Miss Peterkin, who makes her début this year, wears the strapless, sweeping Dior dress, 118 yards of tulle looped in with white satin, that will be given as a prize at the Cotillion by Marshall Field, who also sponsor the Ball.

MISS DEYANNE O'NEIL FARRELL

Miss Farrell is the granddaughter of Mrs. George Henry O'Neil. She and Miss Hall wear here, by young and becoming débutante tradition, long and white and spreading dresses. These are Ceil Chapman designs in nylon net, at Bonwit Teller. The dress above is also at Stix, Baer & Fuller.

FOR A DEBUT: WHITE MISTS

MISS CHESEBOROUGH HALL

Miss Hall is the daughter of Mrs. Charles M. Amory. Like Miss Farrell, she is on the committee for the Coty-sponsored Débutante Cotillion in New York. This dress, one shoulder a puff of net, is also at Montaldo's.

PHOTOGRAPHS TAKEN IN THE DECORATING HOUSE OF FRENCH & CO.

HORST

MRS. PIERCE SIMPSON,

whose engagement to the Marquess of Milford Haven was recently announced

Mrs. Simpson, who was Romaine Dahlgren Pierce, is the daughter of Mrs. Clark McIlwaine of Washington. She and Lord Milford Haven plan to live in New York after their marriage. Mrs. Simpson is photographed here in an evening dress made for her in Rome by Princess Irene Galitzine; strapless, of rough black lace and a field of black net overlaid on white.

Little Good Fairy, HOPE HATCH, the daughter of the late Rutherford Hatch, and Mrs. Hatch.

MAGIC FOR CHILDREN

THE AUDITION COMMITTEE

Opposite page, left to right:
SHEILA
and CLARE PRENTICE,
daughters of Mrs. Sheldon E. Prentice;
HILARY HEMINWAY,
daughter of
Mr. and Mrs. John Heminway;
CATHERINE, SUSAN,
and NORA KNOTT,
daughters of
Mr. and Mrs. James Knott.
The performers:
Magician HUGHIE FITZ
Clown JACK MALON

NORMAN PARKINSON

The six young ladies photographed opposite are, perhaps, the youngest committee-women in history. They are the "audition committee" for the Christmas Circus Party to be held December 19 in the ballroom of the Plaza Hotel, four to six-thirty. The committee's job is to select the talent—which in their considered opinion will be best suited to the taste of their contemporaries—submitted by Ringling Brothers, to appear at this memorable benefit. Given by children for children, the party is to raise funds for the Child Placing and Adoption Committee of the State Charities Aid Association, which in the past fifty years, has found homes for over 7,000 children who have come from foundling homes, from the courts, or direct from mothers unable to keep their babies.

Parties are magic from the outside. Imagination is magic from the inside, and one of its most delicious manifestations is "dress-up." Many children like to be fairies in gauze-with-a-wand, or princesses in crowns and long dresses; *(Continued on following page)*

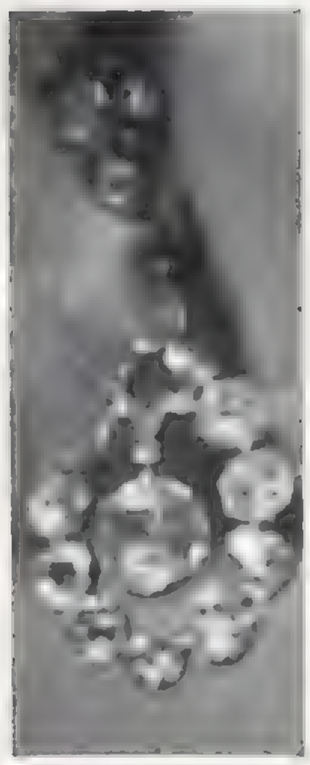
MAGIC FOR CHILDREN *continued*

occasionally a child is willing to be the wicked witch if it is clearly understood that "we'll take turns"; but almost all little girls love "dress-up" in grownups' clothes.

On these two pages, two little girls who decided upon evening "dress-up," and went foraging in a grownup's closet, with these entertaining results. It is always, as here, surprising how much children can—and like to—pile on themselves. Given free rein in the most discreet closet, they can emerge looking like nothing so much as a chorus of diminutive *Folles de Chaillot*, and go staggering about in high heels, hats wobbling gently over their noses, bags suspended gravely at arm's length, or fans wielded with sweeping gestures. Always some extraordinary posturing is involved, some libellous mimicry of grown-up conversation, but astonishingly little preening in the mirror. Apparently they care more how "dress-up" makes them feel than how it makes them look.

On both pages: The magic of "dress-up" as enjoyed by
SALLY KIRKLAND (aged 8)
the daughter of
Mr. and Mrs. Frederic Kirkland,
and LIZA MEARS (aged 9).

CHRISTMAS PRESENTS WE'D LOVE TO EXPECT



We'd love to expect about a yard of cultured pearls from Bergdorf. Or tickets for the *Caronia* cruise. A Fabergé eggcup would be cheerfully received. And, or, a dozen pairs of linen sheets.
A promise of all three volumes of the new, magnificently illustrated *History of Modern Painting*, published in English by the great Swiss art books publisher Skira—the first volume ready this month.
Or, someone might send us an arrangement for a new, expensive hat a month, beginning with an ermine beanie.
The pair of Meissen plates heaped with flowers, like a bouquet casually laid down (from Manheim's). Or a minuscule Battersea box, saying "Please Accept." Or a car robe of silver fox lined in dark blue jersey.
We could manage to faint with pleasure over a fan made of ivy leaves.
Black velvet ski pants made like real ones for after-ski or country week ends. A black mink jacket. A grey knitted cardigan lined in grey squirrel, we'd also notice.
Then, although we're not actually *expecting* it, there's a big, fat credit in a book store. A whopping credit at a very good restaurant for dinner parties. The services of a really top-notch ladies' maid as many days a week as we need her. A masseuse for as often and as long as . . . well, conservatively, a year.
Several dozen really beautiful fine, white hand-rolled or hemstitched and monogrammed linen handkerchiefs—and we say this every year.
A dozen pairs of long, long gloves in various colours.
Quite a few dozen branches of white lilacs.
A fur-lined dressing gown with a fur collar??? And here's another little thought: a white silk Shantung umbrella with a bamboo handle.
Large black pearl earrings. Ermine gloves up over the elbow to wear with a strapless evening dress. A dark brown suède duffel bag.
A large civet bag. A long, loose, waterproof coat lined in civet.
We'd love to expect a few slices of the moon—but failing that, maybe the glinting earrings on this page?
Top, left: a cluster of cultured pearls with ribbons of diamonds. Verdura.
Top, right: a quivering pendant of rose-cut diamonds—antique earrings from Hammer Galleries.
Below: an airy fan of diamonds; flicked open; in motion. Harry Winston.

SOMALI LEOPARD SUIT JACKET

Opposite: It *is* a suit jacket and you wear it that way—the whole thing cleaves as though it were heavy silk. No bulk anywhere (unless you choose to push up the sleeves). A leather belt. Pockets slipped into a lightly stiffened, rounded peplum. As a Christmas present? Spectacular, we think—but so special that it should be an open present, openly arrived at. Designed by Maximilian; also at Holt Renfrew, Ltd. The cap of beaver cloth is from Mr. John. The flick of necklace—ribbons of diamonds and twisted gold is from Verdura.

BLUMENFELD

GOING TO THE TROPICS

For our first report of resort fashions (and there will be more to the story in our January issue) we go into the season with ten pages of beach and sun clothes—nine-tenths of what a resort wardrobe is made of. And here we find three strong new themes. *First,* there is a new feeling for wrapped clothes. One of the best bathing suits of all time involves the dhoti principle in, you might say, shorthand. One of the snappiest pairs of calf-length pants ever cut is then wrapped and tied to fit. Short, flip, pleated skirts are wrapped and buttoned over. *Second,* there is a strong, feminine drive in a new series of finely pleated beach clothes; in short skirts instead of shorts; in delicate turns of small collars; in blooming, pretty playsuits; in the beach jumpers you see here. *Third,* there is the long, straight, Chanel-like line in unwaisted shirts; a suspicion of a lean, taut figure beneath, seen also in bathing suits with tops like little boys' undershirts.... We went to the tropics with these ideas; photographed them in and around Montego Bay, Jamaica, B.W.I.

JUMPER SWIM SUIT

Above and opposite: Beneath the wild sea grape trees at Doctor's Cave, in Jamaica, a new beach fashion explains itself. A black rayon taffeta jumper is buttoned over a cotton bathing suit. Printed suit, far left, and jumper, by Beacon Hill, $18. Henri Bendel; Hudson's. The other, a Paisley suit (with jumper) by Brigance, $45. Lord & Taylor; Hudson's; I. Magnin.

NORMAN PARKINSON

CORRUGATED PLEATS

Minute pleats: Claire McCardell's new beach-and-sun theme. *Above:* Short skirt instead of shorts; every inch of it pleated. In biscuit tan linen with a linen lumberjacket blouse, $45. At Lord & Taylor; Jordan Marsh. *The scenes,* both pages, in and around Jamaica, B.W.I. Here, the falls at Dunn's River.

NORMAN PARKINSON

Above right: Pleated bathing suit, pleated coat, yellow and white Everfast cotton; the corrugations in for life; about $50. Bernardo burlap sandals at Neiman-Marcus. *Right:* Completely pleated, a short dress to wear instead of shorts, shaped to the waistline by a winding sash. Of plaid English cotton, $30. *Both costumes:* from Bonwit Teller; J. W. Robinson; The Dayton Co. *Scene:* Sunset Lodge, Montego Bay.

ENVELOPE SUIT IN WOOL

Its envelope-fold buttons at the back of the waistline; the strapless top clings, elasticized. In navy-blue wool, $23. The brief sweater, white wool, $12. Both by Tina Leser. At Bergdorf Goodman; Kaufmann's; Frost Bros.

FLAT-TOP SUIT IN NYLON

Skin-tight undersuit, tighter, tightest through the bodice, the tautness a new-again idea in figures. Undersuit and buttoned-over pleated skirt of black nylon jersey. About $25. By Carolyn Schnurer. At Henri Bendel; A. Harris; I. Magnin.

NORMAN PARKINSON

THE CHANEL LOOK

Look: no waist. Shirt hanging straight, a yard long, blazing white. Reminiscent, we say, of Chanel. *Opposite:* The look, young, marvellously fresh. Dan River cotton cord ("Wrinkl -Shed") blouse, $9. And shorts, $7. Saks Fifth; Hutzler's; Harzfeld's. Photographed at Sunset Lodge, Montego Bay, Jamaica. *Above:* The Chanel look we like, with tennis shoes and socks, photographed in the town of Montego Bay. White Galey & Lord piqué shirt, $10. Navy-blue cotton kilt, bloomers, $11. Jay Thorpe; The Broadway. *Below:* Unwaisted shirt of white Irish linen pleated at the front, $20. Grey wool flannel shorts, $15. Both by B. H. Wragge; Bonwit Teller. The Diesel train: en route from Kingston to Montego Bay.

NORMAN PARKINSON

TIED PANTS

Tied and knotted at leg and neck, a one-piece playsuit idea that blew in from Capri. Here in pale blue Lonsdale waffled cotton piqué; $11. At Saks Fifth Ave.; Garfinckel's; Seidenbach's.

WRAPPED PANTS

Opposite: Wrapped and tied at waist and calf, a pair of Everfast sailcloth pants; about $13. Wrapped raglan shirt of candlewick cotton; about $15. Both, by Joset Walker. Monet earrings. All, Lord & Taylor. Costume also Burdine's; I. Magnin. Non-smear lipstick, Guitare's "French Rose."

NORMAN PARKINSON

PENN

HENRY CHANNON AT THE DESK IN HIS LIBRARY

ANTHONY DENNEY

5, BELGRAVE SQUARE

The London house of Henry Channon, M.P.

Mr. Channon, formerly a Chicagoan, is now a British citizen and Conservative Member of Parliament from Southend-on-Sea. He is a famous London host; has made 5, Belgrave Square a background for the meetings of international names. The house has the sympathetic air of Past with a present. In spite of bomb scars and the pressure of times, it is still a capsule of the Belgrave Square that has been since 1820 a word for pleasant living, for entertaining in elegant houses. Decoratively speaking, it is a surprising, successful meeting of rococo and Regency—with addenda from every where and when: a Boucher tapestry, a jewelled elephant from Jaipur, Tang horses, Fabergé enamel. The dining room, *left*, was copied for Mr. Channon by Jansen of Paris from a room by Cuvilles. Against its glimmer of silver and blue are Meissen china figures from the King of Saxony's collection, a porcelain stove that came, as did the parquet, from the Parr Palace in Vienna. *(Continued on the following page)*

THE DINING ROOM: A BLEND OF THE MOST DELICATE GERMAN AND VIENNESE ROCOCO

KERTESZ

FOR THE LIBRARY AND DRAWING ROOM, VARIATIONS ON REGENCY

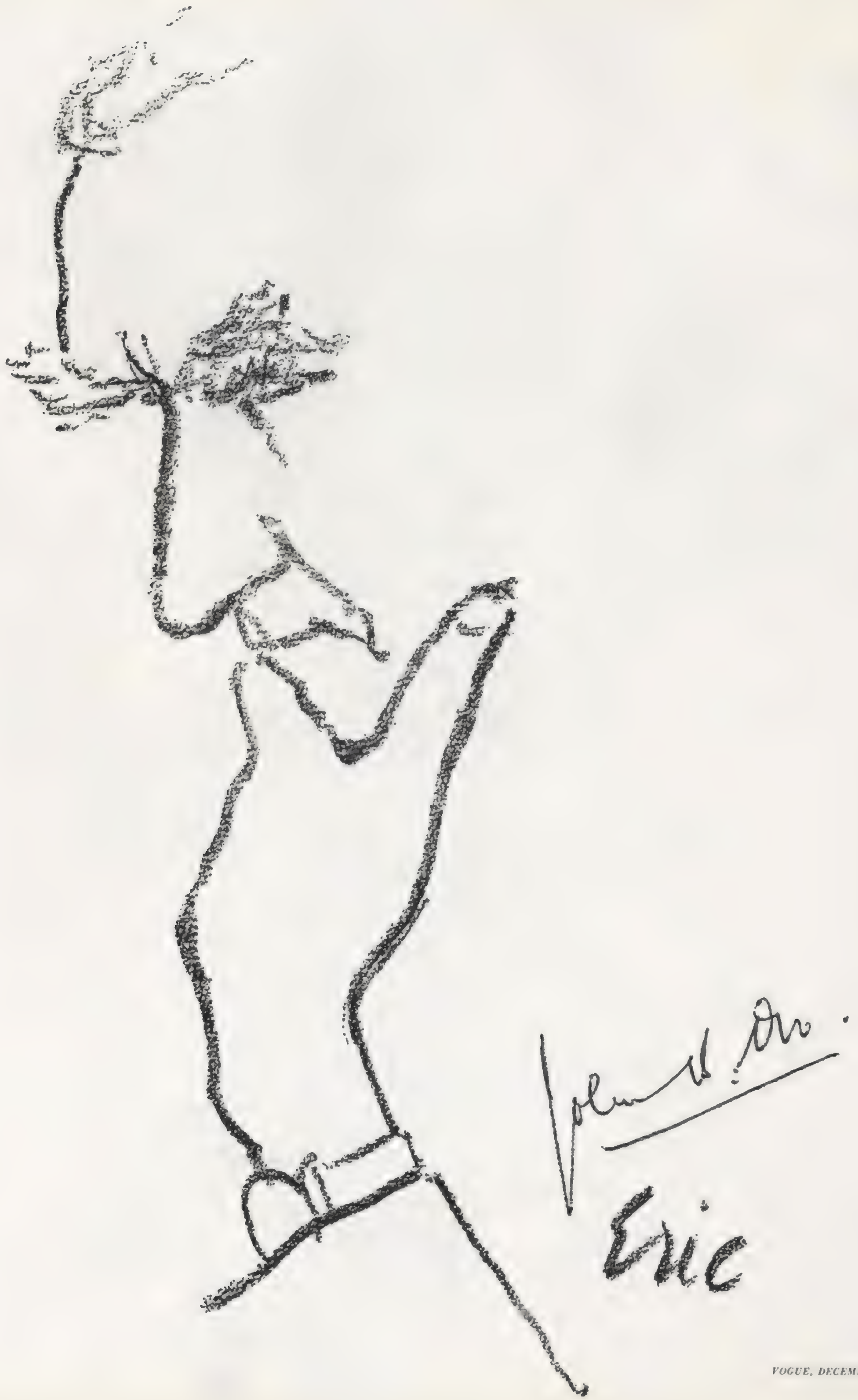
ANTHONY DENNEY

5, BELGRAVE SQUARE *cont'd*

The spirit is Regency in the library and drawing room of Henry Channon's London house. For rooms of pale green and ivory, rose-peach satin upholstery. The rugs are English needlework, by Pontremoli. The library, with bookcases designed by the present Duke of Wellington, has a chandelier from Mr. Pitt's study. The Black Room, *right*, serves as a small dining room. With a Russian Empire table, Aubusson carpet, Venetian figures, "Black Warrior" china, it is an example in small of the house's decoration: a world- and age-wide selection bound with a Regency emphasis.

THE BLACK ROOM'S MARBLE TABLE IS SET WITH GOLD, CRYSTAL

KERTESZ


Volume 10 Oct.
Eric

PENN

ERIC

Vogue's great fashion artist, the most distinguished of his era, is now having his first one-man show of portraits, fashion drawings, and contemporary scenes at the Philadelphia Art Alliance.

Article by ALINE B. LOUCHHEIM

Opposite: LORD BOYD-ORR WINNER OF THE 1949 NOBEL PEACE PRIZE.

This terse and gentle Scotsman, formerly the Director General of U.N.'s Food and Agriculture Organization, has aimed his life at providing better food for more people all over the world. In his time he has been divinity student, doctor, scientist, and a practical farmer.

The signature "Eric," dashingly written like a piece of Chinese calligraphy on the most famous fashion drawings in the world, stands for Carl Oscar August Erickson. And this collection of names belongs to a unique and contradictory modern artist.

As a draftsman he ranks with the best of contemporary artists; because he passes the acid test of putting his product across, he is at the top as a commercial artist. His style is imaginative, yet he can not invent a picture. He neither looks, talks nor acts like an artist, and his attitude toward art, his tastes, and his interests defy conventionally artistic patterns. Until his current show at the Philadelphia Art Alliance he had never exhibited in museum or gallery, yet more of his work has been seen by more people than even the prolific and immodest Picasso's. His fluid line is the trademark of chic and people who have never even *(Continued on following page)*

JIMMY SAVO

ERIC *continued*

heard his name have been influenced by his vision. Eric has startled the sophisticates of two continents by looking like more than a reasonable facsimile of the late Robert Benchley. Here are the same brown eyes in somewhat puffy sockets, the straight nose, the laugh-lines creasing the rounded face, the very closely cropped reddish-brown moustache and the endearing, somewhat wry smile. You can see him, when he is in New York, walking around the East Fifty-seventh Street area, pausing to buy the cornflower or carnation boutonnière, and proceeding to the Fifty-sixth Street French restaurant, which is his favourite haunt.

When he walks in, he is greeted by hat-check girls and waiters as "*Monsieur le baron.*" The guests who glance up at this impeccably groomed figure are not aware that this is aphorism rather than actual title. The black Homburg, the perfectly cut navy-blue jacket and trousers, the vest with checks which echo the smaller checks of the shirt and contrast with the scattered pattern of a black brocade tie, the immaculate grey suède gloves, the rusty-colour suède shoes and, in hand, the ever-present stick, plucked when he left his apartment from a Chinese blue-and-white vase which holds five umbrellas and three other canes—this is indeed the attire of a "*Monsieur le baron.*"

EDITH PIAF

But when you enter Eric's studio you find the evidence of the artist. You see a dozen charcoal drawings just completed; you watch him work. One of his most famous models has said: "He doesn't pose you. You move around and then he says, 'All right, hold that.' He'll raise his charcoal and squint at it and mark it off in the air to get proportion. If things go wrong, it is absolute agony because he works desperately slowly. Even when things are right he doesn't work fast. Usually the phonograph is on, loud, Duchin or Debussy, and the same record plays over and over, but Eric doesn't notice it because he is completely concentrated. He never makes a *croquis* to be finished later. You stand there until the original, finished work is done. He's absolutely neat, absolutely quiet. He wears his regular clothes, never takes his coat off, even in summer."

The fact that he concentrates so absorbedly on the model is one of the clues to Eric's art. He can not work without something before him, whether he is drawing a coat or a shoe, the gay world of Le Touquet, the cast of *South Pacific*, or a portrait of Jimmy Savo. When he made illustrations in 1938 for the wine list of Nicolas' establishment, he travelled around the wine country and made sketches from life. He followed an eagle-eyed ancient down into the vaults and drew *(Continued on page 152)*

GERTRUDE STEIN

Opposite:

BENJAMIN SONNENBERG

A bouncy man with a walrus moustache, Benjamin Sonnenberg has adroitly advised corporations, industrialists, and politicians in the arts of public relations for some twenty-five years. He is disarmingly candid, has a wry humour, and a passion for Chippendale furniture, pewter, and entertaining in his historic house on Gramercy Park, once the town house of Mrs. Stuyvesant Fish.

Ben Nowenberg
41
Sue

THE DECLINE AND FALL OF BLONDES

BY ANITA LOOS,

author of the book "Gentlemen Prefer Blondes" and co-author of the new musical version.

"So I promised Piggie that I would always stay in London."

Along with all the changes that have changed everything for everybody during the past twenty-five years, we girls have also had to go through another Great Revolution.

At the time *Gentlemen Prefer Blondes* was written, the attitude of gentlemen toward blondes was to support them in a better manner than they had ever been accustomed, to present them with gifts which were as far above the category of candy, books and flowers as possible and never, under any circumstances, to go out and try to find them a job.

In that period of time, for instance, Mr. Powers had never even thought of starting an agency whose sole object was to put girls to work. In those days, girls did take a job sometimes with Mr. Ziegfeld, but it was only for the sake of glamour and the work consisted in wearing delightful costumes made of ostrich plumes or roses or artificial diamonds and taking a few short walks across the stage at the New Amsterdam Theatre. And, to add to the glamour, girls always knew that sitting out front were row after row of exclusive members of the Racquet Club and even the Union Club, whose members were inclined to be more elderly, and, in consequence, of even greater wealth.

And, after their work was over in those days, girls would get into their jewellery and ermine wraps and orchids and be picked up at the stage door by gentlemen who owned their own private limousines, which were equipped with silver vases to put a rose in. And then they were escorted to a champagne supper at Texas Guinan's or the Casino in the Park. And then a girl would be escorted home to her own delightful apartment where anything in the shape of an alarm clock would have been conspicuous by its absence.

But now, after twenty-five years, the self-same kind of girls are forced to take a job and stay on their feet.

And at six P.M., when work is over, the gentlemen waiting for girls outside the employees' entrance may possibly be clerks and pickets who are picketing, all of whose feet are as fatigued as those of the girls. And these escorts proceed to walk the girls to some economical spot for chow mein, perhaps, and then they walk the girls home to the Barbizon Hotel where no gentleman is allowed anywhere above the ground floor. And the girls go to bed at nine P.M., both on account of their feet and because the alarm clock is going to wake them up at seven A.M.

(Continued on page 158)

"Kissing your hand may make you feel very good but a diamond bracelet lasts forever."

Opposite: "GENTLEMEN PREFER BLONDES": YVONNE ADAIR AND CAROL CHANNING

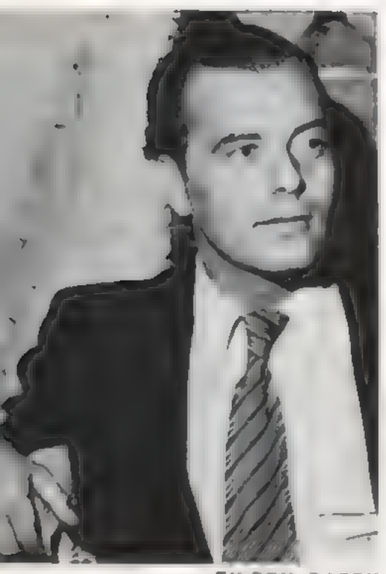
The adventures of Lorelei Lee, a baby doll blonde from Little Rock, Arkansas, and her Brooklyn friend, Dorothy, are again in the news, this time in musical comedy. Classics of the twenties, the girls started in 1924 in a short story, continued in a novel and a movie. The latest Lorelei, Carol Channing, is a big girl with the mannerisms and conception of herself as a *petite*. She was unknown until her success last winter in *Lend an Ear*; Yvonne Adair, the latest Dorothy, danced the wacky-legged soubrette in the "Gladiola Girl" number in *Lend an Ear*. The girls, their hair cropped, their dresses a loving caricature of the twenties (so beloved in fashion now), are enormously funny; here, in Miles White's beaded fantasies.

Two of the famous Ralph Barton illustrations from the book *Gentlemen Prefer Blondes*; Liveright Publishing Corp. Copyright 1935, Anita Loos.

BLUMENFELD

EILEEN DARBY-GRAPHIC HOUSE

KATHARINE CORNELL in "THAT LADY"



EILEEN DARBY

Once again Katharine Cornell plays an unconquerable, irresistible woman, this time Ana de Mendoza, whose fascination was only increased by the black patch she wore over her right eye. As the sixteenth century Spanish princess of Eboli in this dramatization of Kate O'Brien's novel, *For One Sweet Grape*, she exercises the range of her powers, keeps the Cornell glow on full.

ROLF GÉRARD (*left*), a disciple of the late Christian Bérard, has designed soaring sets and rich sixteenth century costumes for *That Lady*, his first American production.

VOGUE SPOTLIGHT

Oliver Messel (*right*) designed the fairy-tale sets and costumes for *The Sleeping Beauty*, performed so beautifully by the Sadler's Wells Ballet Company. He did the costumes and sets for the two big successes currently running in London, *The Lady's Not for Burning* and *Tough at the Top;* those for the film, *Queen of Spades*, and the opera, *The Magic Flute*, at Covent Garden.

OLIVER MESSEL

HORST

Opposite: "BE A MESS," *The hit of* "TOUCH AND GO": PEGGY CASS, NANCY ANDREWS, and KYLE MACDONNELL

Three pretty girls in this clever revue disguised as three movie stars of three recent films sing, "Be a Mess, Be a Mess," to the effect that the worse one looks the greater the réclame. In the photograph opposite, Peggy Cass wears the striped sacking, the electric shock look of Olivia De Havilland in *The Snake Pit:* Nancy Andrews, the drooping nightgown, the forlorn look of Barbara Stanwyck in *Sorry, Wrong Number;* and Kyle MacDonnell, the black wig, the dopy look of Jane Wyman in *Johnny Belinda.* Out of this mess, they make a whopping success.

NORMAN PARKINSON

VERTÈS CHRISTMAS STENCILS FOR YOU TO MAKE

Madam, would you like to have your Christmas wrapping paper or your Christmas card designed by an important contemporary artist—Vertès, no less? Well, for you he has designed this flyaway lady in a flyaway hat, floating among ribboned presents, and the debonair young reindeer with a bow tie and a very proper boutonnière. Choose the lady or the

reindeer; choose your colours; then choose to follow the directions on page 172. With an hour or two, with guided strokes of the stencil knife, a quick whisk of the brush, you will find Vertès drawings on your wrapping paper or your card. Your Christmas present will be the "star" in the group beneath the tree—a "Let's save the paper" present.

CLIFTON WEBB, stage/screen master of iced wit

THEY CHOSE IN ITALY...

When in Rome, order a suit. (For "Rome" read, also, "Venice.") Italian tailoring, materials, and rate of exchange being as good as they are, this is a new shopping memorandum for many men who visit Italy. Here, two visitors in suits they chose in Rome. *Above:* A private-life shot of Clifton Webb, who went to Italy for a holiday after finishing up *Mr. Belvedere Goes to College* and before starting his starring rôle in his next film, *Cheaper by the Dozen.* Here you see him giving a critical eye to the set of the tails and white piqué waistcoat which were made for him by Caraceni.

COFFIN

VAN DAY TRUEX, head of the Parsons School of Design

Above: In Milan Mr. Truex selected this high-rising innovation of a floor lamp with an upcast trio of stepped, movable lights—for use in the offices of the Parsons School of Design. In Rome he ordered for himself the strictly conventional suit that he is wearing here, a lightweight grey wool, tailored for him by Gennaro. From Rome, too, came his light grey linen shirt and wool tie; his shoes, made for him by Gatto. *Right:* Italian leather, famously soft; workmanship, precise, painstaking; a pair of shoes as supple as moccasins, with a special elegance. Made to order; Candj, of Milan.

PARKINSON

ALAN PATON, writes of South Africa, the setting for his novel, *Cry, the Beloved Country*, now made into the new musical drama, *Lost in the Stars*.

This is a simple church in one of the tribal areas of Natal. It is built of corrugated iron, and is cold in winter and unbearably hot in summer, when the African sun pours down powerfully on the roof.

Sunday morning will be a great social occasion. Simple and artless people, not long out of barbarism, will assemble here under the spreading fig-tree that stands by the church. The men will be dressed soberly, the women and the girls more diversely and brightly. Children will laugh and romp, and run through the grass. Young men will eye the girls, but there will not be so much of this, because most of them are away, working in the cities.

This church will be a child of one of the parent churches of Europe. But it may be one of a thousand wayward children that have broken away. These separatist churches combine Christianity with African nationalism, and therefore with elements of the simple tribal religion, in a thousand different varieties. They rejoice in a thousand extraordinary names. They do not want to be colourless copies of the white man's church. For all their strangeness, for all their proneness to divide further and further, they have life and strength, and produce prophets and zealots.

They will sing in a way not easily forgotten. Whether they sing the hymns of the parent churches, or whether they sing the new hymns that some of their prophets have written, in which sounds a note authentically African, they will sing with power and fervour. And the high, sometimes shrill voices of the women will be subdued and sustained by the deep tones of the men.

When the service is over, the scene will become again as peaceful as it appears in the picture. But the roads and the paths that lead away from the church will be full of voices, of laughter and jests, and the graver conversation of older people.

CONSTANCE STUART—BLACK STAR

This is a country road in Natal, in one of the areas set aside for tribal occupation. The man and woman have been called to the city, perhaps by someone's death or illness, perhaps because a son or daughter is in trouble. We do not know where they are going, but it is no doubt to the city of Durban. Nor can we see whether they travel in hope or fear.

The man is perhaps a minister or a teacher. On his stick he carries a much used brief-case, a rare possession in these parts. In it will be a shirt, some socks and handkerchiefs. The woman is wearing a dress of simple and cheap material; it has been washed in haste for this occasion, but it has not been ironed, probably because she has no iron. She wears no shoes, but she walks easily over the stony road. There are certainly shoes in the basket that she carries on her head. When they reach the white man's city she will put them on, and will walk painfully and self-consciously over the unyielding pavements and streets.

They do not talk much; at the moment the road is dusty and the day is hot. When they reach their destination it will be time enough to talk, for then they will know the real nature of this new event; then will be the time to turn their simple attention to the new and complex problem with which life will shortly confront them.

STOCKING PRESENTS

Here we have two ideas for Christmas giving.
Stockings (an idea in themselves), and presents
small enough to tuck into them.
Here, a pair of Dexdale nylon stockings.
54 gauge, 15 denier, $1.95; at Altman. Contents? ...
1. Henri Bendel's miniature hand mirror
with a petit point back, $15.95.
2. A delicately enamelled cylinder by Tussy.
Lipstick in one end, perfume in the other, $2.50*; Lord & Taylor.
3. A gilt "French-pleated" perfume flacon
that holds a dram of Helena Rubinstein's
"Command Performance" perfume, $2*; Saks Fifth Avenue.
4. Schiaparelli's "Shocking" perfume (the dressmaker
dummy travels in a navy-blue calf case), $11*; Lord & Taylor.
5. Fabergé's black plush case to hold "Tigress" and "Woodhue"
perfumes, $5*; Saks Fifth.
6. Gourielli's jewel-like stamp-size compact,
in silver with a fake-jewel crest, $7.50*; Lord & Taylor.
7. Deep drum-compact—gold-bright, $11.95*; Henri Bendel.
8. Gilt and make-believe-pearl bracelet (the disc
holds solid perfume) by Harriet Hubbard Ayer, $3*; Stern's.
9. "Apropos," a measure of Anjou's sparkling fragrance, $5*; Altman.
10. This pretty little bottle holds Dorothy Gray's smooth
"Savoir Faire" perfume, $5*; Altman.

11. A tiny portion of Evyan's "White Shoulders," $5*; Saks Fifth.
12. Three Elizabeth Arden perfumes, glitter flacons in a suède case, $7.50*; Best's.
13. Shulton's "Desert Flower" body sachet, $1.25*; McCreery.
14. Charbert's "Breathless" perfume in a leather flacon—polished top, $2.50*; Bloomingdale's.
15. Tek-Hughes soft-to-the-touch complexion brush, $1.75; Lord & Taylor.
16. Dunhill's sterling silver compact with automatic mirror-wiper, $24*; Altman.
17. Germaine Monteil's shining sunburst compact, $7.50; Saks Fifth.
18. Millot's "Crêpe de Chine" in a pencil-slim flacon, eighth-ounce $2.75*; Bonwit Teller.
19. Yardley's prismatic "Lotus" perfume, $3*; Wanamaker's.
20. Sterling silver miniature carryall: compact on top;
slide-out sections for lipstick, perfume, pills, $25*; Altman.
21. Corday's "Zigane" perfume in a violin-shaped bottle, $15*; Lord & Taylor.
22. De Vilbiss lipstick-size Perfumizer, $7.50*; Best's.
23. A handsome crown cake of Prince Matchabelli's soap, $1; Stern's.
24. Charles of the Ritz cylinder. Lipstick at one end—
sable brush at the other, $5*; Lord & Taylor.
25. Renoir's handsome bottle holds warm-hearted "Futur" perfume, $20*; Bonwit Teller.
*Plus tax

HERBERT MATTER

NEW FASHIONS FOR NOW

1

2

3

... AND NOW ON

This is a precedent: new to this December's fashion calendar, new to the shops across the country, new to you; a swarm of clothes for this mid-season minute, and months beyond. Here and on the next ten pages, a first choice. These light wool dresses worn sub-coat now, and on into spring. 1. Word of white: piqué collar; navy-blue rayon taffeta dress, by Henry Rosenfeld, $23; Peck & Peck. 2. Marked by white: a dress of dark blue Heller wool-and-rayon, by A. Goodman, $40; Bonwit Teller. 3. Shoulders melted to a slow slope, a close coat dress. By Herbert Sondheim in Juilliard wool Shantung. $90; from Henri Bendel. 4. Neat line of a dress, sleeves, pocket knitted in wool. Dress, grey Heller worsted jersey, by Kane-Weill, $35; Bergdorf Goodman. 5. The pleat-skirted shirtwaist dress, one of the season's dears: this of flame-red wool jersey, with rhinestone buttons. $40: Bonwit Teller. Bag by Style-Art; Stern's. 6. For three reasons: shirtwaist line, dropped shoulder seam, frosts of white linen. Dress of grey Forstmann worsted. Mollie Parnis design, $70; Bonwit Teller. *Opposite page:* An indicative shape; easy shirtwaist jacket, wraith of a skirt. Cowl-collared dress in two parts, of Hockanum wool crêpe, dark blue. By Larry Aldrich, about $80: Henri Bendel; Marshall Field: Woodward & Lothrop; and The Broadway.

4

5

6

FRANCES MCLAUGHLIN

1.

SUITS FOR NOW AND NOW ON

2.

3.

Four new suits for the active list three seasons out of the four: 1. Silk-and-wool jersey, grey, with white linen flourishes. New line: the neckline, dipped for pearls and prettiness. The suit (dress-sleek under furs) by Anna Miller. $195; Bergdorf Goodman. 2. Luncheon-dinner-theatre suit, black and rich in rayon taffeta sewn all over with passementerie. By William Bass. $110; Milgrim. 3. Copy of Balenciaga's pointed-jacket suit with the low-curved collar. By Harry Frechtel in grey worsted flannel. Under $150. Bonwit Teller; Neiman-Marcus; I. Magnin. Kislav gloves; Best's. Pseudo-pearl necklaces, this page, by Elgin American; Stern's.

For now and now on: the sailor-collar suit with easy skirt lines - a slight fan-flare at the back. By Carolyn Modes, in grey worsted. To wear with or without an added fluff of furs and the flick of your leather belt. Suit: $70; At Arnold Constable; Mandel Bros.; A. Harris.

COATS FOR NOW AND NOW ON

Two coats arriving now to do any number of things: travel, fill in between furs, go on for seasons. *Left:* The new fluid figure line, defined by bloused back, dropped sleeves, a waist lightly, easily, belted. Of oatmeal Juilliard wool tweed. By Donnybrook, $60. At Lord & Taylor. The nutria muff, Gunther Jaeckel. *Below:* Flaring finger-tip-length coat: shoulders curved down. In Forstmann butterscotch wool: by Harry Frechtel, about $90. From Lord & Taylor; I. Magnin.

HORST

HORST

BUTTERSCOTCH FOR NOW AND NOW ON

Two tones of butterscotch: without season, without location limit. *Above:* Jacket, eased; breadth of sleeves. Of new pineapple-fibre burlap with tweedy character references. Moygashel linen dress to launch a summer wardrobe. Jacket, dress, about $110. Madcaps helmet, $8; coppery gloves by Superb, $5; Bergdorf Goodman. *Left:* Here and now, an all-time shirtwaist dress of silk crêpe—full but narrow-falling; about $70. *Both costumes:* by Adele Simpson. Bergdorf Goodman; L. S. Ayres; I. Magnin; The Blum Store. For other shops, see page 166.

3. High-red: a new shirt dress in Heller wool jersey, the foolproof red-red dress you wear under furs, with more red; pale gloves, by Larry Aldrich. $50, Hattie Carnegie; Jordan Marsh; Hutzler's. 4. High-red shirtwaist dress of rayon chiffon with ponyskin belt. By Ben Barrack, about $50. Cotton Shalimar gloves. All, Altman. Striped lapin bag to order; John Frederics. Dress, also I. Magnin. 5. High red: a restaurant-theatre phase—silk taffeta; low, wide neckline; profile skirt. By Mollie Parnis, $80 at Saks Fifth Avenue. 6. High red after day: shirtwaist dress of silk taffeta with balloon sleeves, by Mollie Parnis, $90. A rhinestone-peppered carryall by Evans, $37 plus tax. All, Saks Fifth; dress, also Garfinckel's.

1

HIGH RED FOR NOW AND NOW ON

A new red, a light, bright red arriving for now and spring and even (its chemistry is clear enough) against a summer sun tan. 1. High-red wool tweed jacket eased the new way *across* the bodice, extended by short, deeply-cuffed sleeves; by Adele Simpson. $125, Henri Bendel; Garfinckel's. 2. High-red evening dress of French lace, its skirt and jacket banded with silk chiffon. By Ben Gam, $225. Crêpe de Chine shoes. Pale pink gloves by Dawnelle. Pale, seamless nylon stockings, made clear through Hanes's new Lucida construction. All, Bonwit Teller. Dress, also at Frost Bros.

2

3

4

6

5

HORST

SEPARATES FOR NOW AND NOW ON

1.

2.

3.

4.

5.

Now, evening separates are arriving in new elegance, new importance. The short evening dress in any degree of formality may be, often is (as here), in two parts. *Opposite page:* Separates for a dinner party, a young dance: winged halter, orange Cheney cotton velvet; wide skirt, brown rayon taffeta; $40. Rhinestone pin by Kramer. All, Bonwit Teller. Halter and skirt: Neiman-Marcus. *This page:* 1. Restaurant dress-of-the-moment with a spring, summer future. Shirred, lilac silk chiffon blouse, beaded purple rayon faille skirt. $90; Jo Hughes. 2. Shirtwaist-front halter, black velveteen; $10; skirt, rayon satin brocade with a silver gleam; $15. By Raissa Masket. Saks Fifth. 3. Double rustle: one-piece black rayon taffeta strapless dress. With it, red rayon taffeta choker halter. $40: Bonwit Teller. 4. New partners in red: swathing silk chiffon halter, gilt-threaded rayon satin skirt. By Rose Barrack, $90; Lord & Taylor. 5. Dinner shirt-and-skirt: white cotton lace and rayon taffeta black as his tie. $70; Altman.

FRANCES MCLAUGHLIN

FOR EVENINGS NOW AND NOW ON

1

3

2

Six new dinner, dance dresses, alike in this one important way: all stop well short of the floor. 1. For Christmas dances through summer dances: strapless dress, pink nylon marquisette, lit with Lurex gilt threads. By Sara Ripault, $90; Lord & Taylor. 2. Evening plan: black coat, lined in pink; cover-all for its own day-length, bare pink dress. Both in rayon satin. By Ceil Chapman, $135; Bergdorf Goodman. 3. With the jacket, a dinner dress; without it, a bare young ball dress. Of white Swiss organdie, black Crompton rayon velvet. By Ceil Chapman, about $125; Altman; Neiman-Marcus; I. Magnin. Black velvet opera pumps (add your own clips). By Newton Elkin, $20; Lord & Taylor.

4

HORST

5

4. Fluid evening dress of all-year silk chiffon in a new tone, nasturtium pink. The airy fichu covers a camisole bodice. By Ben Gam. $125: at Henri Bendel. 5. Shirtwaist dress for dinner, forever: black cotton lace, belt of patent leather. By Capri, $90; Bergdorf Goodman; Himelhoch's. 6. Short evening sheath, black, bare, with extra panel to loop, as shown, or to pull over the shoulders. By Adele Simpson in silk taffeta, $90; Saks Fifth Ave.

6

HAANEL CASSIDY

CHRISTMAS SILVER CHRISTMAS TABLES

Current idea for Christmas dinner: buffet, as here, if there is no space for a banquet board. Tradition, either way: gala décor; the best silver, linen, china; the conviction that it's a beautiful day.

Above: The hunt table, an 18th-century one from Bergdorf Goodman, is centred by a Jack Kelly arrangement of gilded pineapples, candles wired into them, ivy. *Above, left:* Gravy boat, tray attached, $48; cranberry bowl, $50, ladle, $10.80; covered vegetable dish, by Reed & Barton, $82.50; all in sterling silver; all at Plummer's. Lenox china service plates, $84 for 12; Georg Jensen. Damask napkins, $22 a dozen; Mosse. Sterling silver in Lunt's new "Memory Lane" pattern; dinner knife, $5.42, and fork, $6.83; Plummer's. Sterling silver carving knife and fork, $36; antique English oval platter, sterling silver, $500; Robert Ensko. Cover (shown on oval platter), one of a pair in old Sheffield silver; pair, $216; Bergdorf Goodman. *Left:* Punch bowl, Tuttle's reproduction of a Wynkoop bowl, circa 1725, $225; ladle, $39; punch cup, $13.75; all in sterling silver; all at Plummer's. Butter plate, $7.50, and lemon fork, $3.50, by Towle in sterling silver; Bloomingdale's. English nutmeg caster in sterling silver, $75; Plummer's. Sterling silver tray under the punch bowl, by International, $60; the tray in background, copy of a Sheffield tray in Community Hollowware silver plate, $30; both, Altman. *All silver prices here include the tax.* For famous eggnog recipes, new holiday table decorating ideas, see page 151.

Nº 5
CHANEL
THE MOST TREASURED NAME IN PERFUME
CHANEL

favorite of the month

$7.95*
plus tax

SHUR-TITE

As fresh and exciting as Santa's wink! Brief and beautiful . . . of rich, gleaming Elkalf leather (Kip calf). Designed to make a debonair and wonderful impression at Christmastime. Black or Brown. At fine stores everywhere.

*Slightly higher in some localities.

Goldsmith brothers mfg. co., inc.
New York • Chicago • Los Angeles
Many other Shur-Tite originals at your favorite counter at various prices

DISCOVERIES IN BEAUTY

There is something pleasantly reminiscent of the twenties (so many things are these days) about this nostalgically new dressing-table set by Volupté. A slender stopper-flacon for your perfume, an atomizer flacon for your cologne. Altman has it.

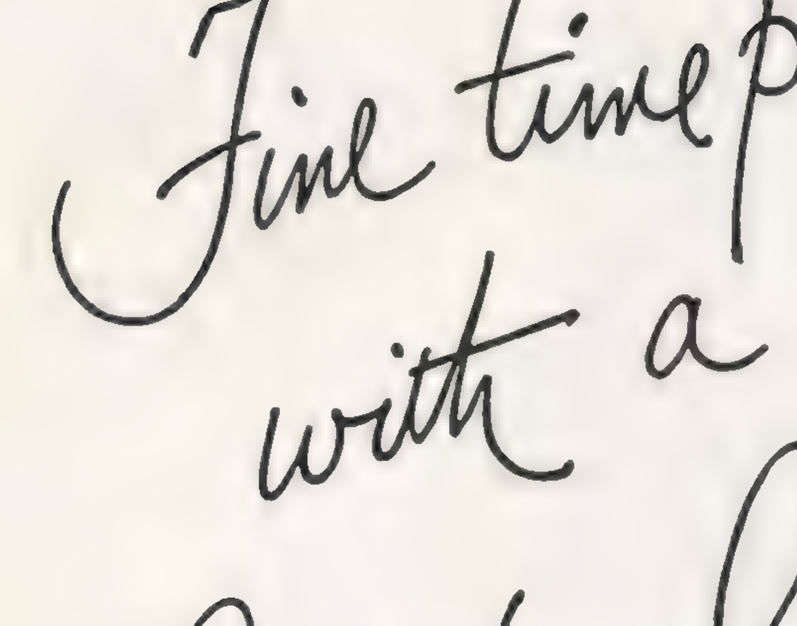
Lucien Lelong makes good intentions an easy reality if you have been meaning to stock your guest room for guests. In one box: four flacons of perfume, four shades of face powder and a helping of individual powder puffs. Saks Fifth.

Squared off for beauty: Martex complexion towels in soft terry cloth. Perfect for removing make-up and stimulating circulation. Laundry note: seven of these small-size towels (one for every day) weigh less than a bath towel. Bloomingdale's.

MIEHLMANN

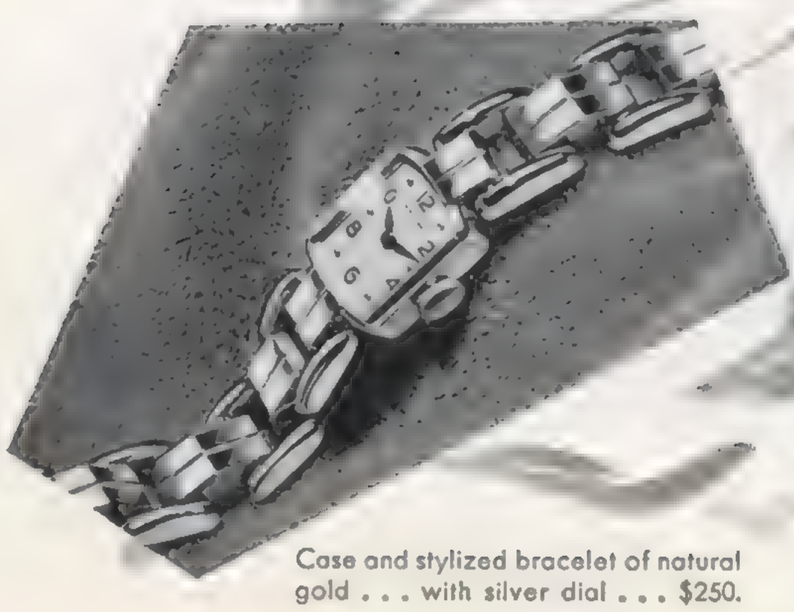
Fabulous new note: in the cut-glass dagger shown above, a new perfume called Insidia—a fragrance exquisitely blended in Italy by Gi. Vi. Emme. Each portion of this fabulous presentation is numbered—a limited-edition arrangement for a limited number of purses. Saks Fifth Ave.

Fine timepieces with a lavish look



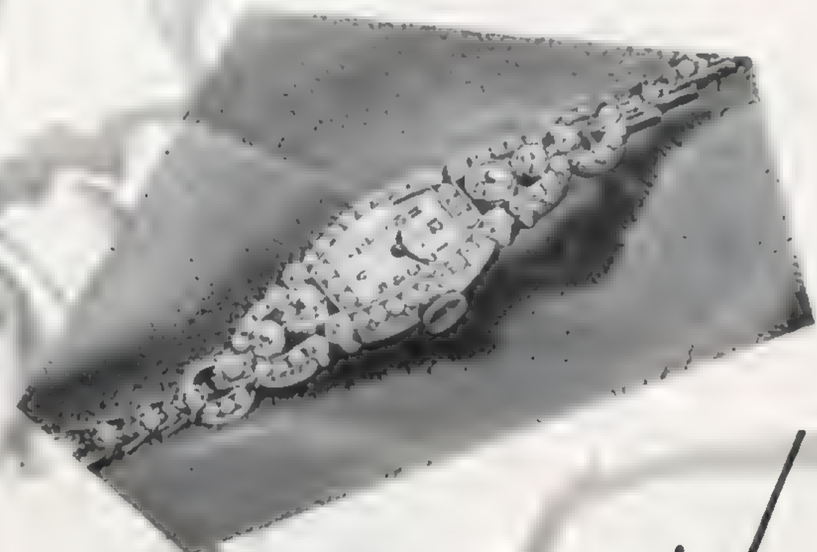
Two great constellations of flashing diamonds set in platinum . . $12,000.

Fleurs de lis enhance the simplicity of a natural gold case. . . . . $100.



Case and stylized bracelet of natural gold . . . with silver dial . . . $250.

No timepiece will be so envied as the exquisite, precise Hamilton you wear—for generations the ultimate expression of fine American watchmaking. Here, richly set off in lavishly designed gold or platinum cases of the finest workmanship, Hamilton achieves new heights of brilliant beauty. Look over the large selection of precious Hamilton watches . . . wherever the finest jewelry is sold.



Frankly lavish diamond bracelet watch . . . in platinum . . . $5,000.

Hamilton

THE FINE AMERICAN WATCH

Hamilton Watch Co., Dept. V-4, Lancaster, Penna.

'Scope, inspired by a fabulous 14-karat Paris original, comes in its own sleek, simple case – to be carried on your watch chain or charm bracelet if you wish.

'Scope
The Cigarette Holder that TELESCOPES! $1.00

A creation by Princess Eve Jewels by Harry Winston

Made by The Risdon Manufacturing Company, Naugatuck, Conn.

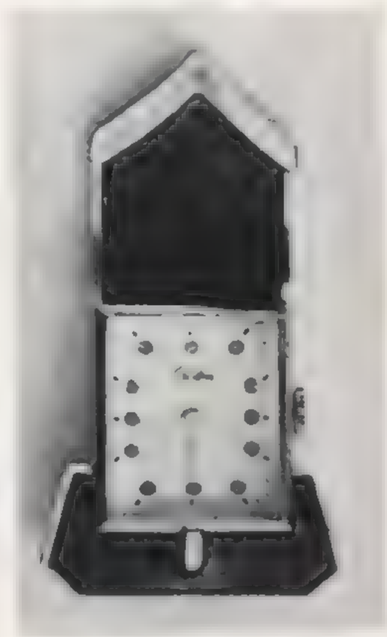
LAST-MINUTE CHRISTMAS PRESENTS

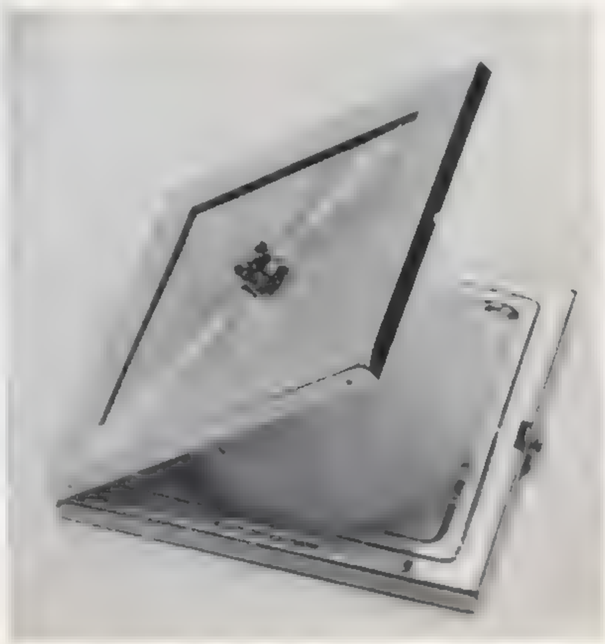
Christmas glow: baroque pseudo pearls in a one-strand choker, just long enough to entwine with a chiffon scarf. Elgin American, $12 including tax; Stern's; Jordan Marsh.

Star shine: earring, snowflake-shaped, of rhinestone baguettes, with the new construction, "Wingback," that anchors them safely. By Marcel Boucher, $36 a pair, including tax; Bonwit Teller.

Simple, square watch 19-jewelled; the case, gold-filled, the strap, polished brown alligator, good company with tweeds and sport clothes. By Lady Elgin, $71.50 tax included; Saks Fifth Avenue.

Buckle watch to pin on belt or lapel. Gold-plated metal, paved with blue leather; the dial, with blue rhinestone numerals. By Croton, with 9-jewel movement, $37.50 tax included; at Tourneau.





Sunburst: new compact of gold-plated brass, with etched lines radiating around a pseudo garnet, and rhinestone cluster. By Wadsworth, $12 including tax; at Saks Fifth.

Christmas Gifts by Elizabeth Arden

☐ 1. My Love Perfume, 32.50. ☐ 2. Blue Grass Toilet Water, 12.00. ☐ 3. On Dit Cornucopia, 3.00. ☐ 4. Eye-Stopper case, 2.25; 2 crayons, 75c. ☐ 5. Christmas Sleigh (My Love Perfume with Blue Grass Pony Soaps), 13.00. ☐ 6. On Dit Toilet Water, 10.00. ☐ 7. Perfumair, 2.50. Set of Perfumair Compact, Lipstick, 10.00. ☐ 8. On Dit Perfume (Carousel Music Box), 22.50. ☐ 9. On Dit Bath Set, 13.00. ☐ 10. Blue Grass Fluffy Milk Bath Petals, 6.00. ☐ 11. Blue Grass Fluffy Milk Bath, 7.50. ☐ 12. Perfumair in Christmas Tree Box, 2.50.

☐ 13. Blue Grass Bath Oils (15 in box), 10.00. ☐ 14. Floweret Sachet (My Love, Blue Grass or On Dit), 7.50. ☐ 15. Snow Man (4 oz. Blue Grass Flower Mist), 2.25; Super Snow Man (8 oz. Blue Grass Eau de France), 6.00. ☐ 16. Soap Magnum (Blue Grass or June Geranium), 2.75. ☐ 17. Snow Ball (Jasmin Soap), 1.50; 3 in one Snow Ball Set, 3.75. ☐ 18. Sweet Snippet Sachets (Blue Grass, My Love or On Dit), 3.00. ☐ 19. Box-Office, beauty kit, 5.00. ☐ 20. Blue Grass Christmas Stocking (Body Sachet, Perfume Sprinkler, Fluffy Milk Bath Petals, Dusting Powder, Flower Mist), 10.00.

☐ 21. Satin Evening Bag, 16.50. ☐ 22. Black Suede Custom Fitted Handbag, 59.50. ☐ 23. Blue Grass Perfume, 32.50. ☐ 24. Blue Grass Bath Set, 7.00. ☐ 25. Beauty Case, with swinging, fitted trays, custom made cover. Black, Green, Blue, Suntan cowhide, 125.00. ☐ 26. Highlight Brocade Evening Bag from Paris, 59.50. ☐ 27. Soap Tube (5 cakes June Geranium), 5.00. ☐ 28. Blue Grass Bath Set, 3.00. ☐ 29. Famous Elizabeth Arden Slide-Frame Handbag in Black, Brown, Navy, Green calf; Black or Brown suede; fitted with automatic lipstick and compact in rope design; comb, long mirror. Exclusive, 59.50.

☐ 30. Duplex Beauty Travel Case, complete with preparations and spacious compartments for clothes . . . and even jewels, 60.00. ☐ 31. Luxury Travel Case with exquisite fittings and complete preparations and its own cover; magnificent workmanship throughout. In Black, Green, Blue, Suntan topgrain cowhide, 195.00. ☐ 32. Overnight Case with removable fitted tray and complete preparations; in Black, Brown, Red, Rawhide, and Navy, 30.00. ☐ 33. New Career Kit with easel mirror, preparations, ideal for desk or dresser drawer. Red, Pink, Blue, Green, Brown, Black, Navy, 16.50.

All prices plus Federal Excise Tax, except soap, compacts and Eye-Stopper case.

ELIZABETH ARDEN • 691 FIFTH AVENUE • NEW YORK 22 • PLAZA 3-5846

ED SULLIVAN, noted columnist and star of the television hit "Toast of the Town," says:

"I serve finer-tasting SCHENLEY

. . . it's always richer, smoother, more enjoyable!"

FROM

SCHENLEY

THE HOUSE OF **AGED** WHISKIES

A Schenley Mark of Merit Whisky

Coming Attraction . . . a beautiful gift carton for your Holiday giving.

RARE BLENDED WHISKY 86 PROOF. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OR MORE OLD. 35% STRAIGHT WHISKY. 65% GRAIN NEUTRAL SPIRITS. ©1949, SCHENLEY DISTRIBUTORS, INC., NEW YORK CITY

CHRISTMAS EGGNOGS

EGGNOG recipes may vary in different parts of the U.S.A., but the tradition of the Christmas eggnog party remains. Out of the many possibilities, here are the recipes for eggnog as it is made at two famous Southern clubs, and one recipe for Tom and Jerry, the best known of the hot nogs that might be used in such a party punch bowl as the one shown on page 144.

PENDENNIS CLUB EGGNOG

12 egg yolks
3 cupfuls sugar
1 quart bourbon
1 quart heavy cream

Mix 3 cupfuls of sugar (or less) with the yolks of 12 eggs. Drip a quart of bourbon into the mixture slowly, stirring it constantly as if making mayonnaise dressing.

Whip one quart of double cream very stiff and after the mixture of bourbon, eggs and sugar has completely mingled, stir in the whipped cream. Sprinkle a little nutmeg over the top of the mixture, after it has been poured into a punch bowl. (It is a good idea to ask the guests if they prefer nutmeg on top, as some people do not care for it.) The stiffly beaten whites of 6 eggs may be added before serving.

FARMINGTON COUNTRY CLUB

½ pound of sugar
¼ pint of sugar syrup
8 egg yolks
2 pints of milk
1 pint of apple brandy
4 ounces of rum
½ pint of whipped cream
Nutmeg

To the sugar add the egg yolks; to the sugar syrup add milk. Mix well in a warm container (the mixing bowl may be placed in a pan of hot water). When thoroughly mixed, add the apple brandy, stirring constantly. Then add the rum and fold in the whipped cream. Top with a generous sprinkling of nutmeg and chill well before serving.

TOM AND JERRY

1 dozen eggs
½ pound sugar
4 ounces Jamaica rum
1 tablespoonful each ground allspice, cinnamon, cloves

Beat yolks and whites separately. Beat in the sugar and spices with yolks, then pour in the rum gradually, stirring constantly. Finally, fold in the whites. Store this in a large bowl.

Put a ladleful of the mixture in a large mug, add 2 ounces bourbon, fill mug with boiling water or hot milk, and stir vigorously until the whole drink foams. Dust with ground nutmeg and, if desired, float 1 tablespoonful of cognac on top.

Many hostesses like to serve tea as an alternate drink to eggnog at the Christmas Open House. The rare, the exotic teas are available once more, and a caddy or box of one of these teas makes a wonderful Christmas present. If you know someone who likes a delicate tea with a flowery scent, send her a box of Jasmin, a China green tea. Or send a box of Lapsang Souchong, smoky tasting tea from South China, or one of the delicate, fruity-flavoured Formosa oolongs, the "Champagnes of Teas."

For a holiday dinner party, here are some ideas for decorating small tables used instead of the large dining table. Ann Hagen suggests covering folding tables with layers of red or green tarlatan. On each table there may be a small tree, a gilt wire frame filled with green excelsior; on it, small artificial fruits dusted with glitter, or cotton snowballs, with bunches of tiny white candles wired together like miniature chandeliers.

Or, as John Nicolson suggests, you might place damask-covered bridge tables in a U-shaped arrangement, seat the guests on the outside of the curve, hang ropes of greens on the inner side, and decorate the table with champagne bottles in silver coolers covered with greens.

Silver-and-white centerpiece arrangements on blocks of artificial snow are suggested by Alice Marks: feathery trees of foil on clear plastic trunks, or birds made of Christmas-tree balls with foil tails, or a simple cluster of silver Christmas-tree balls.

VISIT TO SCOTLAND

[EDITOR'S NOTE: *This is part of a letter from Ruth Dion, winner of Vogue's 13th Prix de Paris (the prize, a job on Vogue, six months in the Paris office). She has been spending a month in Vogue's London office, on her way to Paris.*]

I have just returned from the land where a lake is a loch, a brook is a burn, and it might be a man behind that swinging skirt. Scotland is a combination of wind, soft rolling voices, kilts, names like MacGregor and Argyll, heather, castles, and countryside in colours of tweed.

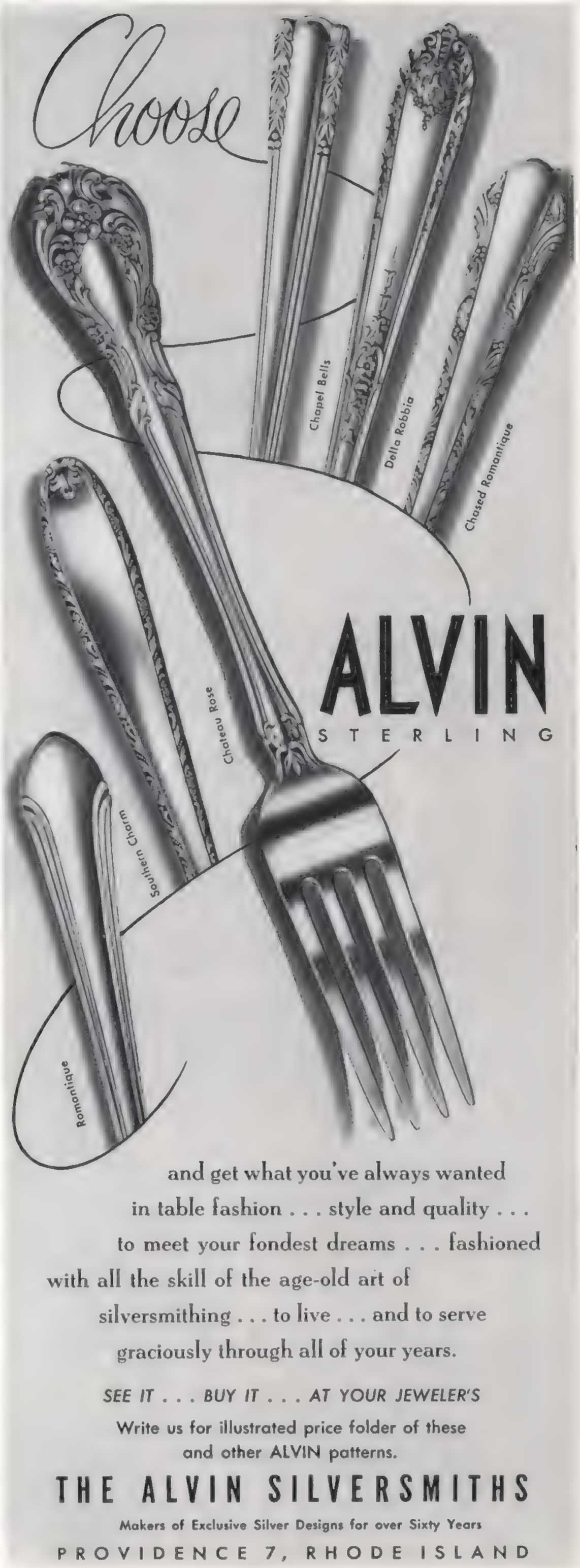
Edinburgh itself is a very organized city—a godsend for the tourist. Princess Street is rather like a Fifth Avenue, dividing the old and the new. On the left you have the new, with shops for everything from cashmeres to candy (mainly the famous Edinburgh Rock), and on the right is all the old Edinburgh. I spent most of my time visiting the old. On my first tour, I visited Edinburgh Castle and saw the crown jewels, war memorial, chapel, uniforms, and St. Margaret's, the smallest and oldest (1703) chapel in Scotland.

The Royal Mile is a very narrow, dirty, yet charming street. You pass a sign that reads "Drummond—Chimney Sweep," John Knox's house, sweet shops where small cakes are 3d, and a churchyard where Adam Smith and Handel's favourite bassoon player are buried. Holyrood Palace is, as it should be, most palatial. I saw the dining hall, the walls hung with the 110 Scottish Kings (all done by de Vitt), the bedroom of Mary, Queen of Scots, Lord Darnley's bedroom, and the rooms used when royalty is in residence.

As is the city, the Scottish countryside is really postcard material. I tried to compare it with New Hampshire but I truthfully couldn't. The stone fences are the same, but Scotland seemed wider and roomier. Sheep with black faces wander over the hills, with bowed heads, eating. Swans walk down the middle of the road. Occasionally there is a castle, occasionally a loch.

And then there are the people wearing the kilt. In Edinburgh, there are a few, but in the country, especially on a Sunday, there are a great many. The costume usually consists of a tweed vest, tweed jacket, high socks, a Tam o' Shanter, and the kilt.

I had a wonderful time—besides learning that one wears a kilt, not kilts, that the inhabitants are Scots—or Scottish, and that Scotch is a whiskey, not people. RUTH DION



and get what you've always wanted in table fashion . . . style and quality . . . to meet your fondest dreams . . . fashioned with all the skill of the age-old art of silversmithing . . . to live . . . and to serve graciously through all of your years.

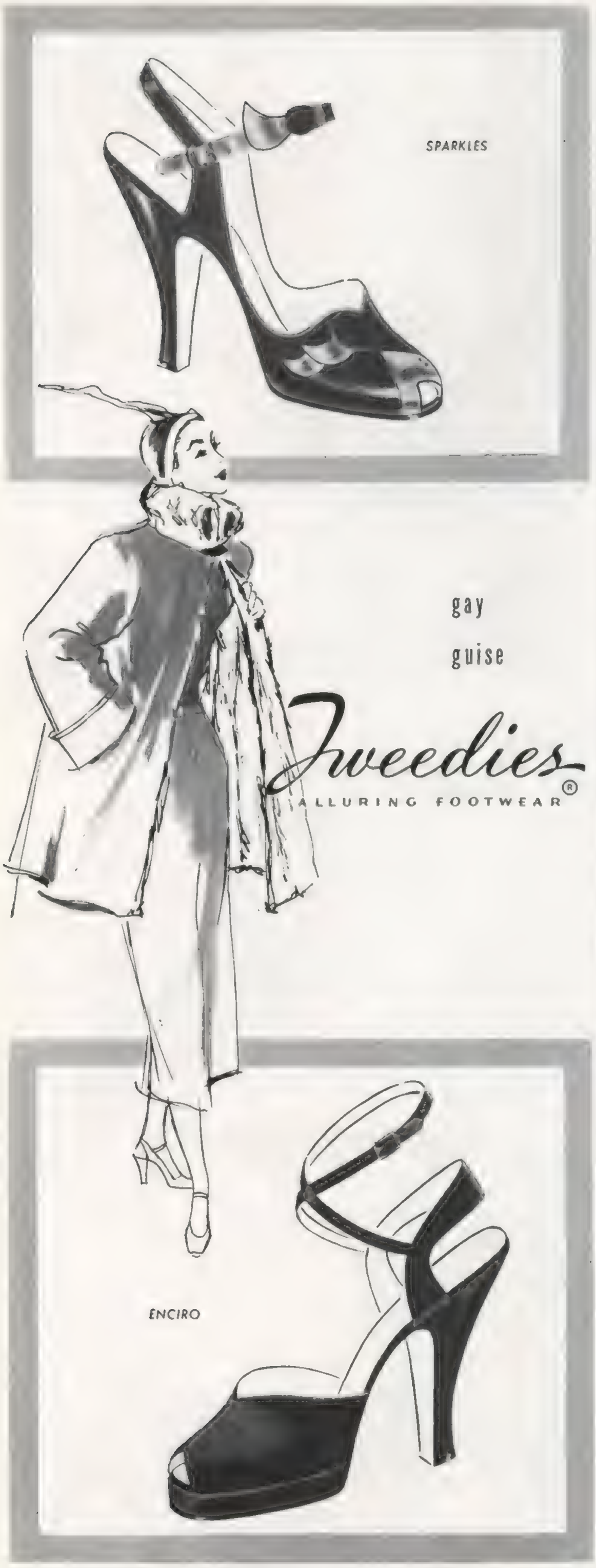
SEE IT . . . BUY IT . . . AT YOUR JEWELER'S

Write us for illustrated price folder of these and other ALVIN patterns.

THE ALVIN SILVERSMITHS

Makers of Exclusive Silver Designs for over Sixty Years

PROVIDENCE 7, RHODE ISLAND



TWEEDIE FOOTWEAR CORPORATION • JEFFERSON CITY • MISSOURI

ERIC

(Continued from page 118)

him peering by candlelight at the labels on the dusty bottles; he watched the buxom peasant women pluck from the teeming bunches those grapes which were proper for Château d'Yquem. In preparation for a large book on the circus (which he hopes will be printed with the incredibly faithful reproductions of Draeger Frères press) he recently travelled with the troupe from Bridgeport to Provincetown to Albany.

He draws, then, only what he sees. But his genius is in seeing the essential and infusing it with life. In his fashion drawings, the significant detail is stressed—the notched collar, the hem-deep panel, the gold-linked belt—those elements that give distinction. His drawings are so true that they tend to magnify anything that is phony. A Vogue fashion editor said: "We can't fake a detail. If we try and we see it later in Eric's drawing we are shot by truth." His drawings are even more true than photographs, for by selectivity and discrimination he lays bare the essential.

HIS "MEANINGFUL ACCENTS"

His portraits—which include the great of America and Europe—are not symbolic interpretations. But his discerning eye has recognized those few revealing features which illuminate character. Everything extraneous is eliminated. His line is quick and sure; each flourish is a meaningful accent; each abbreviation has a purpose. The white space and the elisions count—like the rests in music—as part of the whole. With an economy of line which rivals Matisse's, he can suggest completion. He gets the sense of movement, the upbeat of a gesture, begun, happening, but not yet finished.

One feels no hiatus, no lapse of time or thought between what he sees and what he draws. The immediacy of his style and the intimacy between seeing and doing (no matter how many minutes the execution actually consumes) give the extraordinary quality of life to his work. It is interesting that in all things Eric seems to prefer the quick, single aspect. For instance, it is not the spectacle of the circus which he has chosen to draw, but the unguarded moments backstage.

Who are his artistic antecedents? One thinks of Toulouse-Lautrec, not only because of that Frenchman's lightning line, but also because something of his sardonic, icy penetration seems to be a link with the disdainful, sometimes almost contemptuous self-assurance of Eric's women. He is surprisingly unaware of his contemporaries. When he was taken to a party at Dali's house in Paris he looked at the surrealist's drawings and remarked in genuine astonishment, "Why, this man draws beautifully, but he's drawn such awful things!"

He pays homage, although rather inarticulately, to Holbein. This can be explained perhaps by saying that Eric is attracted by the German master's cool objectivity and the quiet certainty of his line.

Eric was born "almost sixty years ago" in Joliet, Illinois, where his Swedish parents had immigrated. His father, who manufactured whiskey, belonged to an aristocratic line and had been a crony of the King. His mother came from peasant stock, and the handsome old long-stemmed pipes on a living-room table remind Eric of her home with its porcelain stove and hand-woven linen.

One of four brothers, Oscar (as he was called then) was a disinterested and, therefore, poor student, who preferred to spend his days with his gaming cocks (he liked the excitement of their battles) and his homing pigeons. A historian might even claim in these youthful hobbies a hint of his future love of movement, grace, and elegance. Mementos of these hobbies persist now: four Chinese birds of the Sung period stand in his high-ceilinged apartment, the sea-green-blue porcelain hawk a special favourite. (The live animals in his life today are three poodles—Dinah, Sandy, and Mousse—who sometimes poke an impudent but beautifully poised paw or snout in the pages of Vogue.)

His other interests as a boy were boxing and drawing, and these two activities met in an enthusiasm for the famous boxing cartoons by Tad. In the gymnasium he would interchange leather gloves for pencil, making endless sketches of the boxers in the ring. This addiction ended in his decision to commute forty miles daily to Chicago's Academy of Art and to become an artist. His parents' skepticism was dispelled when—the very first time their son excitedly drew from a nude model—he won a third place award.

His two-year art school career can be quickly summarized. His fellow-students called him "Eric" and he adopted this nickname as signature; he was a lazy student whose non-application exasperated teachers because they kept telling him—to his utter bewilderment—that he had "feeling".

EARLY ASSIGNMENTS

The end of art school meant the beginning of a period of dull commercial jobs. The first one was with a sign painter. "We were making a big, enormous sign of a milk wagon and horses," he recalls. "It was all punched out with dots and I had to paint it in. The union men estimated it would take three days, but I did it in a couple of hours. That made them mad. I wouldn't slow down and join the union so I quit."

The second job—at $30 a week—was with the advertising agency, Lord & Thomas in Chicago, making preliminary sketches for such ads as Sunkist Oranges and Holepruf Hose. "It was so boring I had to put water on my eyes to keep from going

(Continued on page 154)

Apropos

for memorable moments

and to make all moments memorable . . . daytime or nighttime . . .

with tweeds, furs, or satin.

Ceil Chapman Gown

setting The Cotillion Room Hotel Pierre

photographed by Joffé

ANJOU Parfum and Eau de Parfum

for "Gifted" Giving...

it's the DOBBS

Gift Certificate

Three rousing Christmas cheers for the gift every man covets—a thoughtful Dobbs Gift Certificate!

And three *more* cheers for the easiest Christmas shopping you've ever done! No frantic searching for the "perfect" present. No precious time wasted in crowded stores.

Just stop in at your local Dobbs Men's Hat dealer (or write, if you prefer) and order gift certificates for any amount you wish. Every "gifted" man on your list can redeem the gift certificate for the Dobbs hat he dotes on.

The gift certificate comes in a tiny colorful hatbox, complete with a miniature hat. Give him one this Christmas... and he won't need mistletoe to show his gratitude!

Gift certificates are available at the following prices: $8.50,* $10, $12.50, $15, $20, $40, $50

*Dobbs Cross Country® Lightweight Hat

Available at the finer stores

DOBBS HATS

417 FIFTH AVENUE
NEW YORK 16, N.Y.

Write for the name of the Dobbs Men's Store in your community

ERIC

(Continued from page 152)

to sleep," Eric says, "and I didn't like time-clock punching. They begged me to stay, but I'd begun to discover girls in the night-spots in their tight, fur-trimmed skirts. I wanted to draw them, I wanted life and living."

Eric arrived in New York in 1914 with $65 in his pocket and characteristically spent it all in one night—"Rector's, Delmonico's, Jack's—where you got thick Irish bacon—cab-riding through the park at night," he remembers nostalgically. There were good advertising accounts in New York. In a studio on the top of the Flatiron Building he turned out pictures for the now extinct Chalmers car, for "a good corset firm," for Tappé, for Camels. He sold his first picture to Vogue around 1916.

Just as New York lured him from Chicago, so Paris enticed him from New York. With his new bride, Lee Creelman, a fashion artist who had worked with Franklin Simon and for Vogue, he went to Europe in 1920. Their daughter Charlotte was born a year later.

There were many voyages—Spain, Morocco, Germany. People kept telling Eric he should be drawing for Vogue, and his efficient, energetic wife schooled him in the ways of the world of fashion and taught him what that precious intangible called chic meant.

Fashion drawings in these days of the early twenties were dominated by the stylized, plank-flat figures of the fashion artists of that period. "I made my women look like females," Eric says, putting his thumb against his first two fingers and describing, rather caressingly, a smaller and a larger arc in the air. In 1925, Eric became a permanent Vogue artist. His first spot assignment was Venice; his first fashion drawing was of a horsehair coat. In the twenty-four intervening years he has done several thousand drawings for Vogue.

When he speaks of his daughter's painting, Eric unconsciously betrays an attitude he will not admit. Charlotte Erickson has very real talent. On one wall of the New York living room there is a painting of a bird which has the mystery of a Morris Graves, but it also has its own pervasive vitality and solidity. A charcoal drawing of a horsedrawn carriage reminds one of the élan and sense of design in Constantin Guys. A still life reveals a rich imagination. "She is not a commercial painter at all," Eric says. But in the next breath he adds, "I'm not a commercial painter, either . . . any more than El Greco or anyone who painted on commission is. And I'm a lot less commercial than those American Scene boys who go out and paint a bit of Vermont landscape with the rain coming down and all those postcard things and then hang them up in a gallery so someone will buy them."

Eric is right that the lines of distinction between fine and commercial art make little sense. Even the opposition of subjective and objective art break down in his own case. For his painting is objective, but his style is wonderfully subjective. Today Eric is receiving, in terms of the current exhibition, long overdue, formal recognition as an artist.

CHRISTMAS AT CUZCO

(Continued from page 86)

Cotton is unknown in Peru. The Indians, like the family on page 87, wear clothes woven of wool from llamas or sheep, mostly in the natural colours—black, white, and brown. Both men and women spin as they walk along the roads carrying their spindles, which look like small wheels. The women often add brilliant coloured skirts—the newest one worn on top—in magenta, saffron, cerulean blue, and poison pink. (See photographs on pages 88-89.) The intensity of the colours suggest dyes made from strange roots; instead they are European products (many of them I. G. Farben), sold in the Cuzco general store.

Because of the altitude, the men often wear two hats; one a tight cap of wool for warmth and a sombrero to protect them from the sun. During fiesta days, some men, like the ones on page 90, wear knitted woollen masks; it is startling to see how the masks change the character of the man who wears them. Usually placid men become boisterous after pulling the false faces over their heads. The masks have no serious significance, however, and to put one on is the signal for great laughter.

Child beggars (see girl with orange on page 89) work the streets of Cuzco, some of them partially blind but all possessed of a shrewdness that is their margin of survival. They could be the children of Naples or Calcutta; even their clothes have the international flavour of handouts.

The shepherds of the region are rarely without their five-toned flutes made of bone or reed which they carry in a knotted kerchief. (See page 88.) These sad, shrill instruments were once banned by the government because of their despairing, melancholy sound which was supposed to destroy those who listened.

People all over Peru speak of Cuzco, which is the centre of the old Inca world and the only contemporary town from which one can visit the ruins of that extinct civilization, but hardly anyone ever goes there. The name of every tourist is recorded in a great register which sits on the desk at the hotel, and the number of people who have visited there is surprisingly small.

Seven Smart Ways to Say "MERRY CHRISTMAS!"

GIFTS IN RICH, LUSTROUS LEATHER BY RUMPP

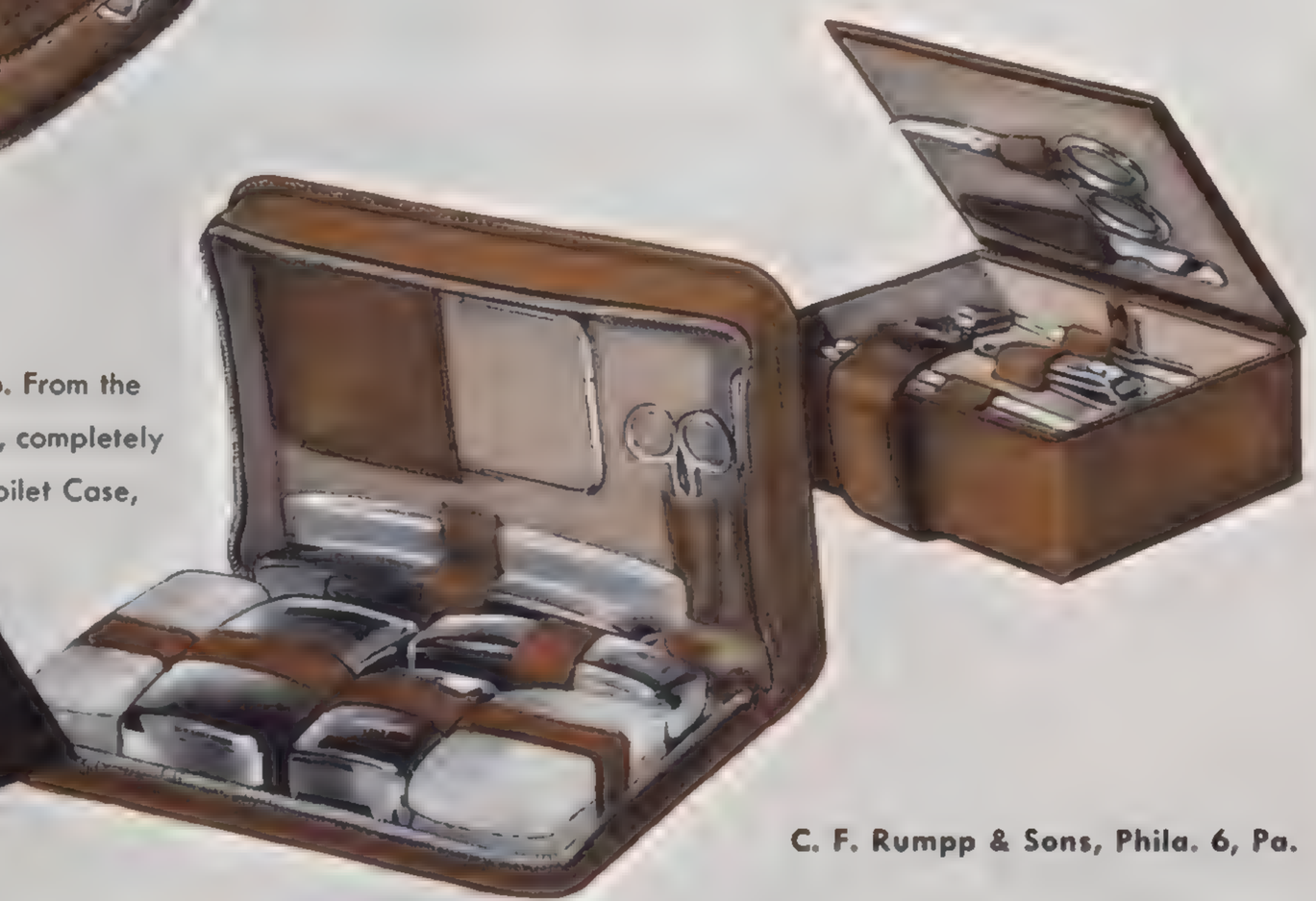
Match-Mates by Rumpp

Matching Leathers . . . Colors . . . Smartness

HE'LL WELCOME this handsome trio—Feather-light "Streamliner" wallet, with removable pass case, $6.50*, Letter Case, $10.00*, Key Case, with detachable key hooks, $3.50* . . . all in *matching* California Saddle Leather.

99th YEAR OF LEADERSHIP

SHE'LL THRILL to this "Pursette," cleverly designed to carry nearly everything. With coin purse and removable photo case, $5.50*. Key Case in matching leather, $3.00*.



EVERYONE FINDS a happy surprise in a gift by Rumpp. From the sparkling selection at your local Rumpp dealers: Manikit, completely fitted, with hidden compartment for cuff links, $12.00. Toilet Case, with everything for the traveler, $29.00*.

*Plus Tax

RUMPP "The Sterling of Leatherware"

C. F. Rumpp & Sons, Phila. 6, Pa.

I dreamed
I went skating
in my
maidenform bra

A figure eight! Wonderful! But my Maidenform figure . . . spectacular! I never knew how much a bra could do 'til I tried Maidenform. Improves my form, gives me a lift I love. How wonderful if only I could skate so dreamily! One dream, at least, is real . . . a bra with perfect fit . . . my Maidenform.

Shown: Maidenform's Maidenette* Strapless in white satin and lace designed for young uplift.

This is only a hint of a come-hither collection! For strapless, hug-me-close support, for fuller figures, it's Maidenform's Hold-Tite.* Inter-lude* for classic roundness, deep-down cut. And for deep, deep down necklines, your bra is Dec-la-tay.*

There is a Maiden Form for Every Type of Figure

*REG. U. S. PAT. OFF

STALKING CASTLES

(Continued from page 91)

still in fairly good preservation despite the ignorance and apathy of the Irish people. It dates back to before the reign of Henry VIII to the time when its builder The Maw Coghlan flourished. Henry VIII's reign began in 1509. In that year in Ireland, the Four Masters tell us that in Devlin, not far from Clonoony, a great contest arose between the tribe of Fergal Maw Coghlan and the tribe of Donal in which James Maw Coghlan, prior of Gallen, and heir presumptive of Delvin Eathra was killed by the shot of a ball from the castle of Cluan Damchna (Clonoony). This shows that the place was the residence of the heir apparent to the princes of the district—for "cluan" means in Gaelic a plain; and "damchna," the successor or one eligible to become successor to the prince.

The "shot of a ball" may seem a curious expression; but it is one full of interest for it is used to differentiate between the shot of an arrow or of a quarrel from a crossbow. It does not occur until firearms were imported into Ireland. They came—is it surprising?—from Germany. The first muskets to be seen in Dublin came in from that country in the year 1498. And the garrison of Clonoony lost no time in acquiring the most modern or "secret" weapons.

Through a gate in the outer wall we entered. A large courtyard opened out before us. One side was bordered by the river Brosna, a small and fordable stream. Two sides were closed by the containing wall. From the fourth rose the castle, one side of which was based on the living rock.

Up the winding stairs we went; but we could not climb more than two stories for the steps had fallen away. On the steps that were still intact we noticed rings of metal set in lead in each step a few inches from the sides. They looked like iron nails about three inches long which had been bent back so as not to pierce the feet of those who visited the ruin and climbed its stair. I have been in many castles; but I never saw their like before.

Through a shot window glimpses of the surrounding country could be caught; but the view was not satisfactory: shot windows are not made for scenery; as we could not reach the top, what the prospect looked like from that height we could not tell; but, undoubtedly the fair champaign was unrolled under a sun that threw great shadows of cloud across its expanse. Over the stream the remains of another castle could be seen. At least so I was told; but I did not notice any remains. I was also told that there was an underground passage from Clonoony to the castle over the river—the voice of the people no doubt; for county-men love underground passages and all mysterious subterranean things. That one existed I do not hesitate to believe. There is one from Melrose castle in Scotland to the fort that stands beyond the brook; but there is nothing mystical about it. In practical Scotland the purpose of such a passage was as simple as it was economical; it was tunnelled so that one garrison could defend two castles if they were attacked in turn.

We had come out to the spacious yard, or garth, when my friend drew my attention to a large flat stone about eight feet by four and a foot thick which was lying in the middle of the courtyard. It had evidently been used as a seat where rustics played cards or children climbed. The middle of it was worn. It had been recently chipped.

The history of this stone is somewhat remarkable. At the beginning of the last century some labourers were sent to collect building material for the barracks which were to be erected near by; and for the canal locks near the castle—we can well wonder how the castle was left. They began about one hundred yards from the castle. They discovered a hollow in the limestone rock in which was a heap of stones. When this heap was taken away, it was seen that it had been placed there to hide something buried beneath. At a depth of twelve feet they uncovered the slab. On removing this there appeared a kind of coffin or sarcophagus cut in the solid rock. It contained the skeletons of two persons. When the slab was brought into the light an inscription then perfectly legible was found. This is the slab I have described; and, though the inscription is much worn now and rendered indecipherable by exposure, it is recorded that it read in letters incised on its face.

"Here under leys Elizabeth and Mary Bullyn daughters of Thomas Bullyn son of George Bullyn the Son of George Bullyn Viscount Rochford son of Sr. Thomas Bullyn Erle of Ormonde and Wiltshire."

All I could read was the last line or two. In the second last line the name "Bullyn" was spelt with only one "l", though there was space left for a second "l" which was never incised.

Elizabeth and Mary Bullyn (for it was the skeletons of these ladies that occupied the tomb) were no less than second cousins of Queen Elizabeth. Their grandfather was cousin germane of Anne Bullyn, the famous and unfortunate consort of King Henry VIII. Now to go back a little in the history the epitaph gives us, the George Rochford whose grandchildren the ladies were, was Viscount Rochford, Anne Bullyn's brother. The ladies, his grandchildren, came to Ireland from Chester, in the latter part of the seventeenth century and settled near Shinrone. Let us not make the mistake, however tempting, into which archaeologists very often fall and say that, because their skeletons were found near a place, their owners must have inhabited it when living. But it has been pointed out that if you were a person of consequence, you had to live in a castle and, though the place in which the skeletons were found may have been a part of the old cemetery of Clo-

(Continued on page 158)

Perfect Beauty created by Nature

Exquisite ...FOR YOU

IMPERIAL CULTURED PEARLS

Imperial Cultured Pearls are created by the oyster itself in the ocean's depths . . . heirloom gems whose ageless beauty increases as you wear them through the years. And Imperial, the world's largest importer of cultured pearls, dramatizes their enchantment in distinctive jewelry you will cherish for day and evening wear . . . for a lifetime.

Registered for your protection

In America's Finest Stores

NECKLACE: Graduated pearls of exceptional size and lustre (weight, over 500 grains), hand knotted, with pearl clasp mounted in white gold. $125, tax included.

EARRINGS: Softly curved and fluted yellow gold mountings underscore the luminous beauty of selected pearls. Pair $30, tax included.

RING: Balanced twin cornucopias in fluted yellow gold hold matching pearls of glorious color. $35, tax included.

Imperial **Cultured Pearls**

IMPERIAL PEARL SYNDICATE • FIFTH AVENUE, NEW YORK • CHICAGO • LOS ANGELES

Man-size efficiency is the initial purpose of every HARTMANN KNOCABOUT . . . the "H" in this H-Strap model simply means Handsomer, Huskier, . . . and a Happier Holiday for someone!

Built on a Spartanized* frame . . . lighter and more resilient than spring steel. Broad-shouldered luggage that cradles a man's clothes with the greatest ease . . . takes all kinds of travel in its stride. The Hartmann Knocabout is made in various leathers, but none of greater beauty than this hand-polished Full Top-grain Cowhide. Shown, the two-suit Doubleton, $120. Also a matching Shirt Case, $87; Singleton (for a one-suit wardrobe) $106.20; and Foursome (for four suits) $138.

**Exclusive with Hartmann*

Other matched luggage by Hartmann from $30 the piece. Prices include Federal tax.

Hartmann

Write us for the name of your nearest Hartmann Retailer.

HARTMANN COMPANY, Racine, Wisconsin

STALKING CASTLES

(Continued from page 156)

noony, it does not necessarily follow that Elizabeth and Mary lived in the castle of Clonoony. But where else was there for them to live? Maw Coghlan had many "fair castles." There must have been one close to Clonoony because the underground tunnel to it is said to exist. One of these castles or the castle of Clonoony may have been rented from The Maw Coghlan or taken over from one of his tribes. The interesting fact is that we find the Bullyns in Ireland shortly after the reign of Henry VIII. What happened?

We know that the Erle of Wiltshire, that is, the original and presumably the lawful possessor of the title, was forced to give it up in favour of George Bullyn, the brother of Queen Anne Bullyn. By as capricious an act of Henry's may not the family of Bullyn have been distrained after the beheading of the Queen? Ireland was a place—strange as it may sound—of refuge in those days. It was also a place of banishment. Obviously, dispossessed persons lost caste and with it all interest in the old environment. What the reason may have been for their presence in the country disaffected as it was to Henry and his works, there is not the slightest doubt that, after the murder of Queen Anne Bullyn, a considerable time after it though it was, the Bullyn family came to Ireland about 1680 and we find the skeletons of two of the unmarried ladies of that family interred within a hundred yards of Clonoony castle, within its grounds in fact. To pursue the story further, the sister of Elizabeth and Mary, sister Anne, married, in spite of her unpropitious name, Sir Robert Newcomen and through him several Irish families can claim cousinship with Anne Bullyn's distorted daughter, Queen Elizabeth.

The subject is one to awaken the curiosity of historians. What brought the father of these ladies, Elizabeth and Mary, to Ireland? Did he come to take part in the devastations Queen Elizabeth wrought here when her gigolo, the Earl of Essex, wasted his time campaigning against separate fortresses and captains instead of facing that destroyer of English armies, the great O'Neill? That on the face of it is most unlikely. Nor is there anyone by the name of Bullyn in a position of command suitable to a member of a family which gave a Queen to the throne of England. What was Thomas Bullyn doing in this out-of-the-way place? Evidently he lived here, and here his family grew up and were married and peacefully interred. What is the answer? The answer is that the Irishry welcomed an English refugee as they do to the present day. Anyone who suffered as the Bullyn family did must have received a hearty and an understanding welcome in a land that suffered so much under Elizabeth that only three houses were built throughout the country during her long reign; and one of them was what some of the autochthons still regard as a proselyting institution.

Did a descendant of him of The Fair Castles provide the Bullyns with a home out of his abundance? Things must have grown quiet since 1545 when "Edmond Fahy encamped before the castle of Fedan, one of the Fair Castles, for the space of eight days, and Cormac Maw Coghlan who was in the castle, was compelled to give him hostages after which he and Edmond made a gossipship with each other." Even though that *gossipship* must have been somewhat terse and maybe monosyllabic, I would have loved to have listened to it.

They chose the place of their exile well. The territory of The Maw Coghlan was a little principality. He coined his own money and made his own laws; and very probably extended a protecting hand to the newcomers. They must have lived in amity with their neighbours and amid a civilization that was if anything more civil than that which had accepted the act of beheading a woman, however unpopular, with complacency. The portraits of Elizabeth and Mary are said to be in the possession of the present Lord Rosse. What more proof is required to show that there was at one time a long spell of peace and culture around the castle of Clonoony?

THE DECLINE AND FALL OF BLONDES

(Continued from page 120)

And, in these days, even the theatrical profession itself has lost its glamour because, due to the rise of a new element of people called choreographers (like Agnes de Mille and Jerome Robbins) girls who dance in musical comedy have not only got to learn how to dance, but, even after they have learned, they have to go on, day in and day out, practising. And the only social contacts they have the time or the opportunity to make are with the gentlemen of the chorus who are disinterested.

But back in the early twenties, it was possible for girls to take the normal attitude toward work of any kind and dislike it. I mean, it was quite normal for the heroine of *Gentlemen Prefer Blondes* to reject even the glamourous proposal of going out

(Continued on page 161)

As practical as it is beautiful. In a hundred years of use this Heirloom Sterling won't show wear!

3 great Patterns They couldn't be more different. Still they have three things in common: first, their extraordinary freshness, originality; second, *their timelessness*—traditional . . . yet modern; and, third, *the supreme artistry* of their carving, balance, design. ♦ ♦ ♦ Right now in this holiday season, why not begin to build your family heritage of Heirloom* Sterling—in sweet Lasting Spring*, regal Mansion House*, or romantic Damask Rose*? A 6-piece place setting of this great sterling costs only $22.50, including federal tax. Think about, too, the handsome serving pieces now available in all three patterns for gifts, and to complete your own set. Easy payment terms.

*Trade Mark. © 1949, Oneida, Ltd., Oneida, N. Y. Prices subject to change without notice.

Heirloom Sterling

Magnificent, everlasting sculptures in solid silver

southward now

. . . and spring in sight

RAFFIA DE LUXE

RAFFIA DE LUXE
Four Bar $12.95

MATCHING BAG . . . $12.95*

RAFFIA DE LUXE
Zalakka $12.95

THE MOST PLAYFUL SHOES IN AMERICA

RAFFIA DEBS
Charmer $10.95

RAFFIA DEBS
Dana $10.95

MATCHING BAG . . . $10.95*

*Plus Tax

Shoes designed to cause happy conversation wherever the sun shines. On the beach or aboard ship, on boardwalk or boulevard; for street and dress, their beauty will gladden every costume. Hand-braided of imported Raffia and skilfully made by American craftsmen, they'll coddle and comfort as few shoes ever have. For one gay step after another, ask for Raffia De Luxe at the fine store in your city now. We show but four of many, many styles.

Raffia De Luxe and Raffia Debs in white, natural, green, red, black, blue, dark brown, orange, purple, rust and dazzling multi-color combinations.

For The Name of The Store in Your City that sells these wonderful shoes, turn to page 166 or write

RAFFIA DE LUXE INC.
4055 Liberty Ave., Pittsburgh 24, Pa.

THE DECLINE AND FALL OF BLONDES

(Continued from page 158)

to Hollywood to accept a million dollar contract to star in films, because it entailed labour. Such a proposition, in 1924, was beneath the contempt of any blonde who had the personal appearance of Lorelei Lee.

And, at that same period of time, the character in my book called Dorothy (who was the type of a girl that enjoys providing gentlemen with money) was considered abnormal.

But between the years of 1924 and 1949, the shadow of a gentleman by the name of Marx arose over the horizon of the World's Economy. And I do not mean Groucho or even Harpo, who would have supplied our economy with laughter.

The name of this Marx was Karl. And he was of German extraction of the gloomy type that looked down his beard on every other gentleman who ever had the opportunity to be generous.

And this Herr Marx would not even have enjoyed accepting things from Dorothy Shaw. Because Dorothy was a girl who loved to laugh more than anything else in life and I have gone through the well-known historical book of Herr Marx called *Das Kapital* with a fine tooth comb and I have not even found a smile.

But it seems that this Herr Marx became even gloomier than usual over the wage slaves who worked at the cloth mills of a British town called Birmingham. And so, in order to fix everything, he set wheels in motion that finally wound up by everybody becoming wage slaves, including blondes.

But there was one more repercussion that even Herr Marx, with all his broad vision, did not visualize. Because any time we girls have to go to work the result, historically, is that we do things better than the opposite sex. I mean gentlemen will go to all the trouble of keeping office hours and holding Board Meetings and getting Mr. Gallup to make a poll, and sending their Public Relations agents to Washington and travelling to Atlantic City for a convention, in order to reach a decision which any blonde could reach while she was refurbishing her lipstick. I mean our mentality is so much brighter than theirs that gentlemen, in order to prevent comparisons from being odious, have given our mentality a different name and termed it "Female intuition." But whatever they term it, it is nothing but just pure brain power and it begins where theirs leaves off.

So, the great danger to Political Economy in such a Trend (according to the historical writer called Mr. Gibbon) is that any time gentlemen allow we girls to publicly reveal that our mental stamina is stronger than theirs, the same historical tragedy happens that happened when the same thing happened to the ancient Roman Empire and Rome began to decline and fall. So now we are having a Decline and Fall. But instead of the latest Decline and Fall happening to one Empire, as it did in the case of Rome, it is now happening to the whole world at large, because, in the words of Mr. Willkie, we have now become One World.

But during our own Decline and Fall, there is one hope for we girls which is that, as soon as the Great Industrial Revolution we are in the midst of gets a chance to stabilize, and the gentlemen who lead the party which was instigated by Herr Marx get used to all the vast new opportunities which are opening up for them and begin to have things and buy themselves Cadillacs and drop in to Van Cleef & Arpels' delightful jewellery shop to shop for some expensive present for their wives, they will begin to cast their eyes around and notice blondes.

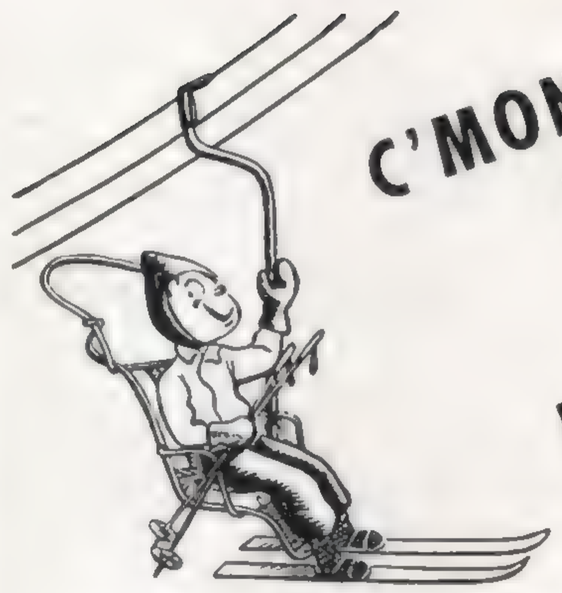
And since there will never be enough blondes to go around, competition will be reinstated. And with Free Competition, the world can once more go back to normalcy, and girls will be able to resign from their jobs and accept the attentions of gentlemen who will fix things so that, once again, they can spend money on something that has more sex appeal than the Social Security Tax. And, in many ways, it will be even a better world because it is always good to have new blood.

And even girls like Dorothy Shaw will be able to lead a better life. Because instead of spending their money on gentlemen who are uncouth, as they did in the olden times, they can get hold of old copies of Dun and Bradstreets and look up numberless names of gentlemen who have been relegated to the receiving end in the matter of romance. And so the "Dorothies" of this world will be spending their money on the kind of gentlemen who have college educations.

And so, sooner or later, blondes will once again take their normal status in this great Political Economy of ours and, in the words of that gentleman who married the immortal Elizabeth Barrett Browning, it will once more seem as if "God's in His Heaven, All's Right with the World."

THE SALVATION ARMY—70 YEARS OLD

On March 10, the Salvation Army in America will be seventy years old. A three months' observance of this anniversary will start on December 14 at a meeting of the Salvation Army Association at the Waldorf Astoria. During these months the Salvation Army hopes that many more Americans will really learn to know of and support this organization. This is a good time to put it on your Christmas list.



C'MON UP!

IT'S A LONG WAY DOWN

Ride high up handsome Laurentian slopes! Mont Tremblant's two chair lifts, two rope tows and Alpine lift give you more than three miles' carefree transportation. No other resort in the East has such reliable skiing conditions, so many lifts and such extensive trails.

Famous professional Ski School has ten skilled instructors. Beginners learn quickly on the gentle-sloped "sissy Schuss."

The luxurious Lodge is a favorite rendezvous of America's foremost skiers. Mammoth fireplaces, colorful game rooms and bars. Dancing nightly. Excellent cuisine. Picturesque Cottages and Inn. Early reservations suggested. (American dollar worth $1.10.)

ALL-DAY SKI LIFT TICKETS $4.50, unlimited rides on all 5 lifts, no waiting.

Only 90 miles north of Montreal

MONT TREMBLANT LODGE

MONT TREMBLANT, P.Q., CANADA

Always good skiing at Mont Tremblant

Swim here tomorrow!

It's only a matter of *hours* from your home to Jamaica's unsurpassed bathing beaches, majestic mountains, and breath-taking tropical beauty. Hotel rates (including all meals) are from $5 to $28.50 daily, and other prices are greatly "devalued." $10 buys $14 worth of smart British apparel, woolens, doeskins, perfumes, luggage, native wares, etc.—a 40% bonus for you!

Winter averages 77°; rainy days are rare. Ask your travel agent for beautiful color folder, or address.

JAMAICA TOURIST BOARD
400 Madison Ave., New York 17
or 1663 du Pont Bldg., Miami 32;
No passports required.

"The World's Loveliest Tropic Isle"

JAMAICA

BRITISH WEST INDIES

FIRST...
beneath the tree
PUNCHO
by SWAN
An ideal gift, always, because every woman knows that Slippers by Swan fit better, wear longer and look lovelier for all her hours of leisure. The Puncho is one of Swan's most wanted models.
Made by
SWAN SHOE CO., INC.
Baltimore, Maryland

"That Formfit Look"
You'll Love that Lift!
Life Bra is tailored to fit! To LIFT, MOLD, CORRECT, HOLD, all at one time. You'll love the high, wide, beautifully rounded *natural* look this most popular of all bras gives you. Be fitted and see, at any of the better stores. You'll know then why *more women wear Formfit than any other make.*
Life Bras from $1.25
Life BY Formfit
THE FORMFIT COMPANY, CHICAGO, NEW YORK
For a Sweetheart of a Figure

TWO NEW NYLONS

Here, and on the facing page, lingerie in two nylon clothes, just now appearing. Both newcomers have the weave, the supple softness, the pleasantly dry touch of crêpe de Chine. One, Re-Koylon, is all nylon, is woven on the same looms used for silk crêpe. The other, Bur-Mil Nysila, is 80% nylon, 20% silk, with the crepiness woven in it. Both arrive, here, in delicious new lingerie forms (pink, blue, and white), ready to be wrapped up for Christmas.

Nighttime plan: puffed-sleeve bed jacket over a slender, fitted nightdress, both of Bur-Mil Nysila nylon and silk crêpe, with triple rows of nylon lace wreathing their bertha-tops. By Forty Winks, bed jacket, $8; nightdress, $15; at Marshall Field.

Prize package for Christmas: nightdress with its own peignoir of Re-Koylon nylon crêpe de Chine, with a façade of tiny permanent pleats and frillings of nylon lace on each. By Tula. Peignoir and nightdress together, $45; Altman; I. Magnin.

Night lightness: airy nightdress, a soft-gathered drapery of Re-Koylon nylon crêpe de Chine, with hand-smocking rimming the bosom and waist. By Colleen, $15; Altman; Hudson's. All three pieces, this page, also at Marshall Field.

SKETCHES BY DE MARSAN

FOR THE BEST
OF REASONS
...THE GIFT
OF THE SEASON

There's a multitude of good reasons for putting Vogue at the top of your Christmas list. Twenty times a year Vogue turns up in the mail . . . a twenty-time reminder of your thoughtful Christmas subscription. And each of the twenty issues is as colorfully varied as the gifts under a Christmas tree. Smart women everywhere wait for Vogue's eye view of fashion-at-its-best. And eagerly turn to Vogue's reports on plays, movies, books, the ballet, art exhibits, and behind-the-scenes views of people in the news. And Vogue is famous for its *own* good looks . . . known for its brilliant color pages, fine printing, handsome make-up. Once a Vogue reader . . . always a Vogue reader . . . as you know from your own experience. Christmas gives you a chance to share your pleasure in your favourite magazine. Easiest gift in the world for an Armchair Santa Claus. Just fill out the attached envelope and we will announce your Christmas gift with a special Christmas card marked "Do not open until Christmas."

SINGLE SUBSCRIPTION: $7.50 A YEAR. ADDITIONAL SUBSCRIPTIONS AT THE SPECIAL CHRISTMAS RATE OF $5.00.

To points outside Canada, U. S. A. & Poss., $15.00 per year.

BELT OF THE MONTH

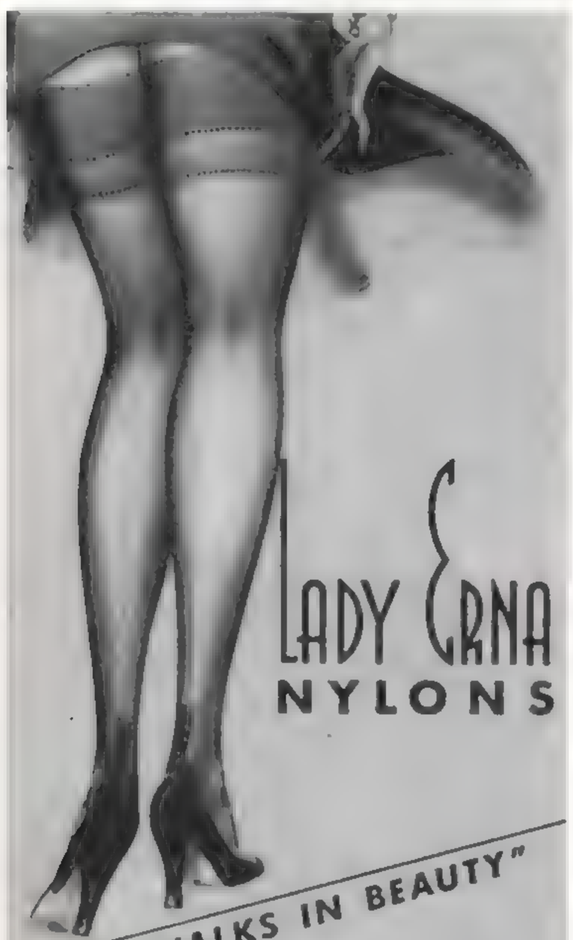
Suede, in Popular New Colors

$1.50 at better stores everywhere

IT'S A Schaffer ORIGINAL!

SCHAFFER BELTS, INC.
330 Fifth Ave., N. Y. C.

WORLD'S FOREMOST MANUFACTURER OF QUALITY BELTS FOR WOMEN



LADY ERNA NYLONS

"SHE WALKS IN BEAUTY"

Lady Erna, crowning achievement in nylons, for you who delight in magnificent quality. A dramatic range of ardent tones complements your color scheme.

15 denier—60 gauge
15 denier—51 gauge

At better stores or write

B & Z Hosiery Mills
Norristown, Pa.
Offices: 1225 Broadway—N.Y. 1,

JEAN PAUL MOREL: "MUSIC COMES FIRST"

BY GEOFFREY and DAPHNE HELLMAN

JEAN PAUL MOREL, staff conductor of the New York City Opera Company and recently appointed conductor and head of the orchestra department of the Juilliard School of Music for the coming season, is a spare, well-tailored Frenchman with long, tannish hair. He wears his eyelids at half mast, and talks rapidly, expressively, and wryly, with a cigarette glued to his lower lip. (Only the French can do this.) He has a sallow, irregular, humorous face which manages to look idealistic and urbane at the same time. An aura of incorruptible dignity hangs about him. If the Calvert people could get him to pose for their "Men of Distinction" gallery, they would really have something there—but it is unlikely that he *would* pose, since he is a resolute dry-vermouth man.

Furthermore, he is extremely modest personally; other than reviews of his conducting, he has had practically no publicity. The critics have often given him more attention than the accompanying prima donna. A number of them, and a large section of the music-loving public, regard him as the most brilliant opera conductor extant, and as the finest interpreter of Debussy, Bizet, Verdi, Stravinsky, and that jolly French *boulevardier*, Offenbach.

Morel, who was born in Abbeville forty-six years ago, moved to Paris when he was three. He comes of a musical family. His father, a heating contractor and engineer, sang with a male chorus non-professionally. One of his two brothers plays the oboe, and the other designs automobiles, humming while he works. His only sister is a violinist. Jean started to play the piano soon after moving to Paris, but he never went to music school. In his teens, however, he studied piano with Isidor Philipp, composition with Gabriel Pierné, and harmony and fugue with Noel Gallon. Francis Casadesus, uncle of the pianist, Robert, suggested that he learn tympany in order to augment his knowledge of music by penetrating into its most comprehensive vehicle, the symphony orchestra, so he did.

Five symphonies were playing in Paris in the nineteen twenties, and good tympanists were hard to come by, whereas the prevailing rate on pianists was 2.50 francs the dozen. Morel quickly learned how to play the instruments that are the salt and pepper of the orchestra, and was in enormous demand among conductors and composers.

In 1925, he was tympanist for the Colonne Orchestra. Three years later, Stravinsky refused to conduct the *Sacre du Printemps* until Morel was engaged to preside over the kettledrums. He became a notably choosy tympanist. On one occasion, Darius Milhaud composed a concerto for percussion, and asked him to play it. Morel read the score, and decided that it did not offer enough scope for his technical virtuosity. He shook his head. "A pianist could just as well play it!" he told Milhaud, a touch grandly.

Meanwhile, Morel had taken a *Baccalauréat* in science at the University of Paris, and, as a musician, had acted as secretary, vocal coach, and teacher of lyric-repertory interpretation at the Fontainebleau summer school for Americans; as Walther Straram's chorus master at the Colonne Orchestra; and—in 1927—as conductor of Stravinsky's ballet, *Les Noces*. This was his official debut as a conductor; the four pianists in the orchestra were Francis Poulenc, Soulima Stravinsky, Boris Golschmann, and Beveridge Webster. Morel was pronounced a sensational success by the press, and, until the Nazis took over, was France's leading conductor at the Opéra Comique.

Being a lively anti-Nazi, Morel left France for Brazil around the time that the Germans infested his country. He subsequently came to New York. (After the war, Goddard Lieberson, head of Columbia Records Masterworks, attended a ballet performance in Paris where Serge Lifar was dancing. "We heard an enraged man behind us shouting '*Salaud!*'" he says, "and other epithets at Lifar, who was a well-known pro-Nazi. Afterwards, we shook hands with the objector in congratulation, and thus

(Continued on page 166)

"SPÉCIALITÉS DE LA MAISON"

Some of our readers have inquired about where they could buy the cookbook, *Spécialités de la Maison*, recipes from which appeared in November 1 Vogue. This cookbook, compiled by the American Friends of France, can be bought direct from them by mail. The price is $2.50, plus 15c for postage.

The American Friends of France
22 East 60th Street
New York 22, N. Y.

GOSSARD'S Hi-Top®
slims your waist...
slims your hips, TOO!

It's *new!* It's *different!* A 3-inch elastic band *at back* smooths and slims your waist . . . twin elastic panels trim and taper your hips. Gossard's HI-TOP girdle has all the *exclusive features* of Gossard quality.

Ask for No. 1023, in satin fabric, satin elastic, and airy leno—your best buy at $10.00. White or nude. Your choice of two lengths. Talon.

Other *twin-hip* styles, including panties . . . with or without high tops, with or without boning; in a wide selection of fabrics and elastics (partly or all elastic). There's a particular type designed for you.

Featured by more stores and shops

the Gossard line of beauty®

The H. W. GOSSARD CO., 111 N. Canal St., Chicago 6, Illinois

Revolutionary!

Araline

by Marie Earle

New! Not a hormone preparation. Araline is a unique blend of astringents and fine oils, combined with a method of application. Sensational, how it helps firm face and neck contours, gives a sense of tingling aliveness.

AT FINE STORES
Single bottle $5
4 bottles $15
(plus tax)

Marie Earle Products, N. Y..

JEAN PAUL MOREL: "MUSIC COMES FIRST"

(Continued from page 165)

met Morel.") Morel is as selective a conductor as he was a tympanist. When, shortly after his arrival in New York, Edward Johnson, general manager of the Metropolitan Opera Association, invited him to Thirty-ninth Street as assistant conductor, Morel replied: "That means 90% assistant and 10% conductor. I have never been an assistant, and do not propose to become one now."

Instead, he went to City Center, where musicians have come to look upon him as their best friend and severest critic. He will not rest until the music is exactly the way he wants it. And the musicians don't rest, either. He can detect the author of a sour or even slightly tart note, even when the orchestra is playing full blast. The guilty one is apt to smart under some just Gallic sarcasm. But he is sympathetic toward musicians who are doing their best, and will take endless trouble with a trumpeter's problem (musical), or give free coaching to a talented member of his orchestra. He is young in appearance. In spite of his being a perfectionist, his men feel he is one of them. They are not afflicted with the immobilizing terror which a conductor like Toscanini is said to inspire. They are, however, dazzled by the thoroughness of his musical knowledge and his ability, say, to *solfège* a harp arpeggio faster than the harpist can play it.

A successful conductor's life is a dream of civilized globe-trotting. Spring and fall, Morel is in New York with the opera. In winter and summer, he leads symphony concerts in Cuba, Mexico, or South America. A hard worker, he studies scores constantly between performances.

Morel is not like the proverbial musician who hated music. He lives for it. His friends and associates here are largely musicians, although in Paris he moved in painting, sculpture, and architectural circles because "they are so much better informed about music and musicians."

He himself is a Sunday painter. "My apartment walls are covered with Morels," he says, modestly. "I paint on paper instead of canvas because bad painting takes up less space to store that way." His favourite artists are Monet and Alfred Sisley. He lives in a quiet midtown perch with art books piled in tremendous heaps in the hall and on tables. His paintings, reminiscent of French Impressionism, were done mostly in this country—in Central Park or the Berkshires, "which I love when there is no festival to destroy the enchanting majesty of the peaceful hills." His telephone rings often, and the conversation is usually in French.

Morel is intensely interested in teaching. He has written several methods of ear training and solfeggio. "Musical education in America is not nearly thorough enough," he said recently. "*Solfège*, which is the best musical foundation, is neglected. Many teachers only worry whether their pupils have fun while they practice. Here, if the pupil gets standard musical training and decides later to become a professional, he has to backtrack and start from the very beginning. In France they teach *solfège* along with the alphabet, which gives the correct foundation for professionals."

Morel likes to fish—not necessarily with the idea of a catch, but for the pleasure of contemplating some calm river bank. His only exercise is walking, aside from conducting, which seems to keep one thin. (Has anyone seen a fat conductor, except on a commuters' special?) "I walk all over the city and I notice every time they change a dress in a shop window."

"*Souple et précis*," is the way French critics described Morel's early piano concerts, and this does for him too. He is constantly observing and critical. Here is a man who is developed to the utmost degree. He is beautifully articulate, with a graceful humour. You feel that he is expressing himself at all times, musically or personally, that he is not prey to the self-doubts that plague most of us.

He is devoted and dedicated to music, and expects his musicians to be. At the Juilliard, when, as a guest conductor, he announced a rehearsal on a holiday, the players began to grumble about the turkey they would miss at home. "Let the plumbers take the holiday," said Morel. "You are musicians, and that must come first." The music came first.

BUTTERSCOTCH FASHIONS

The following is a list of stores throughout the country and one in Canada where the Butterscotch Fashions shown on page 137 may be found.

Beverly Hills, Calif. ..... I. Magnin
Columbus, Ohio ..... Mrs. Eugene Gray Shop
Denver, Colo. ..... Daniels & Fisher
Des Moines, Iowa ..... Younker Bros.
Detroit, Mich. ..... Himelhoch Bros.
Indianapolis, Ind. ..... L. S. Ayres
Kansas City, Mo. ..... Harzfeld's
Los Angeles, Calif. ..... I. Magnin
Minneapolis, Minn. ..... The Dayton Company
New York, N. Y. ..... Bergdorf Goodman
Oakland, Calif. ..... I. Magnin
Philadelphia, Pa. ..... The Blum Store
Phoenix, Ariz. ..... Goldwater's Inc.
Richmond, Va. ..... Miller & Rhoads Inc.
Rochester, N.Y. ..... Sibley, Lindsay & Curr Co.
San Francisco, Calif. ..... I. Magnin
Seattle, Wash. ..... I. Magnin
St. Louis, Mo. ..... Scruggs-Vandervoort-Barney Inc.
Washington, D.C. ..... Julius Garfinckel & Co.
Winnipeg, Canada ..... T. Eaton

RAFFIA DE LUXE
Shoes and Handbags
advertised in full color
on page 160
may be purchased at the following
fine stores throughout America

ALABAMA
Montgomery ..... Al Levy's

ARIZONA
Phoenix ..... Switzer's
Tucson ..... Lewis Shoe Salon

ARKANSAS
Little Rock ..... Fashion Plate

CALIFORNIA
Bakersfield ..... Judds
Beverly Hills ..... The French Bootire
Beverly Hills ..... J. W. Robinson Co.
Los Angeles ..... Gude's Inc.
Los Angeles ..... J. W. Robinson Co.
Oakland ..... Frank Werner Co.
Palm Springs ..... The French Bootire
Palm Springs ..... J. W. Robinson Co.
Pasadena ..... Gude's Inc.
Pasadena ..... Huggins
Salinas ..... Daley's
San Francisco ..... Byron's
San Francisco ..... I. Magnin & Co.
San Francisco ..... Frank More Shoes
San Francisco ..... Frank Werner Co.
West Los Angeles ..... George Schwab

COLORADO
Colorado Springs ..... Shoe Circle-Kaufman's

CONNECTICUT
Hartford ..... I. Miller

DISTRICT OF COLUMBIA
Washington ..... Julius Garfinckel & Co.
Washington ..... Rich's

FLORIDA
Fort Lauderdale ..... Bias & Kruft Inc.
Fort Lauderdale ..... David Leonard
Jacksonville ..... Levy's
Miami ..... Hartley's
Miami Beach ..... Marjorie Hope
Orlando ..... Louis'
St. Petersburg ..... Maas Brothers Shoes
Tampa ..... Maas Brothers
West Palm Beach ..... Selby West Palm Beach

GEORGIA
Atlanta ..... J. P. Allen
Atlanta ..... Byck's

IDAHO
Boise ..... Carroll's Inc.

INDIANA
Evansville ..... Baynham Shoe Co.

KENTUCKY
Lexington ..... Baynham Shoe Co.

LOUISIANA
New Orleans ..... Kreeger's

MARYLAND
Baltimore ..... Hutzler Brothers Co.

MASSACHUSETTS
Boston ..... Joseph Antell
Boston ..... E. T. Slattery Co.

MICHIGAN
Detroit ..... I. Miller Salon

MINNESOTA
Minneapolis ..... Biwer Merchandising Corp.
Minneapolis ..... Napier's Booterie, Inc.

MISSOURI
Kansas City ..... Kline's

NEW JERSEY
Atlantic City ..... Goodfriend

NEW YORK
Forest Hills ..... Mayflower Bootery
New York ..... B. Altman & Co.
New York ..... Best & Co.
New York ..... The French Bootery Inc.
New York ..... I. Miller
New York ..... Selby Shoes
Rochester ..... Wm. Eastwood & Son Co.
Syracuse ..... The Addis Co.
Woodstock ..... The Little Shop

NORTH CAROLINA
Durham ..... Robbins Inc.
Raleigh ..... Brittains, Inc.
Winston-Salem ..... Arcade Fashion Shop

OHIO
Cincinnati ..... The French Bootery
Cleveland ..... The May Co.
Columbus ..... The Fashion Co.
Dayton ..... Metropolitan Co.
Youngstown ..... G. M. McKelvey Co.

OKLAHOMA
Oklahoma City ..... John A. Brown Co.
Oklahoma City ..... Fashion Plate
Tulsa ..... Brown-Dunkin

OREGON
Eugene ..... Kaufman Bros.
Portland ..... Charles F. Berg Inc.
Portland ..... Parlow & Keran Inc.
Portland ..... Nicholas Ungar

PENNSYLVANIA
Butler ..... Miller Shoe Store
Erie ..... Weschler Company, Inc.
Harrisburg ..... Herman's
Philadelphia ..... The Blum Store
Pittsburgh ..... Jonasson's
Pittsburgh ..... Joseph Horne Co.

TENNESSEE
Chattanooga ..... Pickett's
Memphis ..... Goldsmith's

TEXAS
Austin ..... Leon's Slipper Shop
Beaumont ..... Fashion Plate Inc., % The Fashion
San Antonio ..... Guarantee Shoe Co.

VIRGINIA
Richmond ..... Miller & Rhoads

WASHINGTON
Seattle ..... Nordstrom's Inc.
Seattle ..... Pessemier's Shoe Co.
Tacoma ..... Pessemier's Fifth Ave.

WEST VIRGINIA
Charleston ..... John Lee Inc.
Clarksburg ..... Exclusive Shoe Shoppe
Huntington ..... Rash's Bootery, Inc.
Morgantown ..... Marsh's Shoe Store Inc.
Parkersburg ..... Broida's

WISCONSIN
Milwaukee ..... Packard-Rellin

HAWAII
Honolulu, T. H. ..... Manufacturer's Shoe Store

or write for name of nearest store

RAFFIA DE LUXE INC.
4055 Liberty Ave., Pittsburgh 24, Pa.

Morsly Handkerchiefs come from all the World

Be proud of your handkerchief

Look for this label

Morsly STANDARD

REGISTERED TRADE MARK

MORSLY • 392 Fifth Ave., New York 18, N. Y.

SO Fresh SO Charming

A TRUE ROSE FRAGRANCE FROM THE GARDENS OF ENGLAND

Brought to you in lovely, hand-painted pottery jugs and smart gift boxes.

Toilet Water 2.00 Cologne 3.95
Perfume 2.50 Gift Set 4.50
prices plus tax

Also available in Devon Violet and Scotch Heather by the originators.

by DELAVELLE OF LONDON

AT THESE GREAT STORES AND MANY OTHERS

LORD & TAYLOR, NEW YORK
GIMBEL BROTHERS, PHILADELPHIA, PA
RICH'S, ATLANTA, GA.
ELLA PACKER, ATLANTIC CITY, N. J.
W. S. CAPPELS, PALMER HOUSE, CHICAGO
GRAY, REID, WRIGHT CO., RENO
BON MARCHE, SACRAMENTO, CAL
RHODES OF SEATTLE, SEATTLE, WASH
MICHEL ET FILS, SAN FRANCISCO, CAL
NICHOLAS UNGAR, PORTLAND, OREGON
STIX, BAER, & FULLER, ST. LOUIS, MO
JOHN A. BROWN, OKLA. CITY, OKLA.
DREYFUSS & SON, DALLAS, TEXAS
PERFUME SHOP, MADISON—MILWAUKEE
SMITH & WELTON, INC., NORFOLK, VA.
THE SHEPARD CO., PROVIDENCE, R. I.
T. D. WHITNEY COMPANY, BOSTON

WALLNER & MAYER, INC.

JOE CARTER AND THE DUCKS

BY THOMAS W. PHIPPS

One week end a short time ago, Joe Carter was invited by a new and important client, Mr. William Turnbull, to come out to his place in New Jersey, near Red Bank, for a couple of days' duck and pheasant shooting.

Joe accepted with pleasure. It was one of his favourite sports and besides, Mr. Maitland, the senior member in Joe's law firm, was always encouraging the junior members to get to know the clients both "in and out of the shop."

And so, late Friday afternoon, with a gun case holding one long-barrelled shotgun for duck, and a short-barrelled Purdy for field shooting (a present from his grandfather on his twenty-first birthday), his old army Val-pack, and a small leather suitcase stuffed with sweaters, woollen shirts, and other warm clothing, Joe headed for the station.

The reason he had taken two suitcases for only a two-day stay was due to the fact that although he had had many years' experience of a wide variety of shooting—chamois in Austria, partridge in Hungary and near Madrid, grouse in Scotland, pheasant in Yorkshire, duck and geese on Galveston Bay in Texas, wild sheep on the slopes of Mauna Loa on Hawaii—he had never yet spent a day dressed in an entirely satisfactory outfit. He had often talked about this with other shots and he was relieved to find that they agreed that no matter what a fellow wore for shooting it was almost always bound to be wrong in one detail or another, and further they agreed that, for some inexplicable reason, men were more clothes-conscious in relation to this sport than they were at any other time.

That didn't mean that a man necessarily took more trouble about what he wore to sit in a blind at five o'clock on a windy morning, than he did taking a girl to dine at the Colony. But, because it provided such a wonderful opportunity for a demonstration of individual tastes and imagination, men (or women for that matter) meeting in the field at the start of a day's shooting, inevitably noted one another's outfits, eyeing with jealousy or slightly smug superiority, this fellow's boots, this one's jacket.

To be well dressed for shooting was not so much a matter of style, as it was a matter of giving the impression that you knew exactly what you were up against and were ready for almost any conceivable emergency.

There were, Joe had found, three types of shooting clothes. The new, perfect in every detail, attire bought by a man who puts himself in the hands of a salesman at some expensive shop and calmly asks "to be outfitted." The hastily thrown together bits-and-pieces type—an old army field-jacket, a pair of ancient beagling pants, and some surplus air-force flying boots. And the third, the shooting clothes of the thoroughly experienced hunter, who has devised his own carefully thought out "uniform" different for each type of shooting; maybe, a specially built lightweight whipcord suit with chamois protections for pheasant, a faded off-white twill shooting suit for South Carolina quail.

Joe belonged to the second group. For this week end he had brought along a shooting coat made like a Norfolk jacket, loose, with many pockets, a belt at the back, and a firmly padded right shoulder; a fleece-lined vest, and a couple of heavy flannel shirts. Also, some shooting pants made of light shower-proof cloth, no cuffs, with chamois protections over the shins. This would be equally comfortable for a hot day worn alone, or for a cold one worn over grey flannels or, if necessary, something warmer. For the field shooting a pair of Newmarket boots, high rubber ones for duck shooting. For his head he had a skiing cap with ear flaps.

Mr. Turnbull had said there would be a small house party, so Joe had brought a dinner jacket, a couple of soft silk shirts, and in case of too terrible weather, another jacket and some odd flannels.

A new Plymouth station wagon met him. The house was eight miles from the station.

When Joe arrived everyone had already gone up to dress for dinner. The butler showed him to his room. While he was taking a bath—in an old-fashioned bathroom with an enormous tub—the butler unpacked and took his dinner jacket downstairs for a very light press.

Joe dressed slowly. Dinner wasn't until eight, he had several minutes to relax. If there hadn't been a brightly burning fire in the heavily-manteled fireplace, the bedroom would have been dreary. The furniture was dark and massive and there were several prints of old sailing vessels in angry, choppy seas. Joe glanced at the books on the bed table. John O'Hara's *Rage To Live*, a small print edition of *Dorian Gray* and, most unexpected, a book on the training of Russian wolfhounds.

Joe tied his tie, unfolded a thin linen handkerchief, slipped on his double-breasted dinner jacket and went downstairs.

Mr. Turnbull, a rather jowly banker, met him in the hall. Mrs. Turnbull, a small round woman with bright friendly eyes, was with him. They shook hands, went into the living room and Joe was introduced to an attractive, pink and white couple called Martin; to Mrs. Turnbull's niece, a quite breathtaking girl called Anne, wearing black silk pyjamas, a white shirtwaist, and a bright red belt; to a Mr. Gaspar Macready, a hearty, enormously successful contractor; and to two other couples, not staying in the house, neither of whose names Joe heard.

Cocktails, dinner, and then, over the brandy, Mr. Turnbull outlined the next day's shooting.

"Revéllie", as he called it, would be at five. Coffee and toast in the dining room at five-thirty. Then

(Continued on page 168)

YOU LOOK YOUR BEST IN A BIABAND GIRDLE

ONLY Poirette MAKES THE BIABAND

Light as mist, soft as dawn — this is Poirette's famous Biaband. The gentle elastic Biaband flattens your tummy, smooths your hips, gives graceful high fashion lines to your ensemble.
In nylon — $16.50
In batiste — $12.50
Sizes 26 - 36
Other Poirette girdles, foundations, and panties for every figure type from $12.50 to $100.

Poirette INC.,

136 Madison Ave. New York City
For the store nearest your home call MU 4-5120 or write.

Only at the *Roney Plaza*

you can have Florida Heaven in Privacy

Six Spacious Acres of Privacy at the Roney!

Imagine a tiny, secluded city, drenched with sunshine, where you can swim, fish, shop and play in uncrowded privacy!

Private cabanas. And private boardwalk.

Private beach. (3 whole blocks!) **Private pool.**

Private tennis courts. Putting green, too.

Private entertainment, dancing, and shopping. And the best food in Florida. American or European plan. For choice reservations, write now to The Roney Plaza, Miami Beach, Florida, or call New York office, 730 Fifth Ave., New York 19, CI 7-7610.

JOE CARTER AND THE DUCKS

(Continued from page 167)

on the road. When the sun came up and the ducks stopped moving, back to the house for breakfast (for those who wanted it), a morning of lounging around, then, in the afternoon the pheasants and for a wind-up, the evening flight of ducks.

Joe stretched his legs; for him, a perfect plan. Whether or not he would be up to the second go at the ducks remained to be seen.

They joined the ladies. Joe and Anne played two games of Canasta with the Martins; by eleven-thirty, minus four dollars and fifty cents, Joe climbed into bed. Ten minutes glassy-eyed reading of *Rage to Live* and he was asleep.

At five o'clock Mr. Turnbull rapped sharply on the door. "Cold morning, Carter," he said in a harsh whisper, "so dress heavy."

Joe woke up. Without bothering to shave or take a shower, he cleaned his teeth, dazedly put on his heavy flannel shirt, the fleece-lined waistcoat, flannel underwear, grey flannel trousers, and the shower-proof pants, his shooting coat and rubber boots.

The four men of the house party gathered in the dining room. They were to be joined at the blinds by four neighbours.

Joe drank his coffee, stuffed several sandwiches in wax paper in his pocket, and went out with the others and got into the station wagon. It was still quite dark and there was a sharp bite to the wind. They drove ten miles, and were met by the other four guns and Mr. Turnbull's gardener, Jim, who had just been putting out the decoys.

The party was to be distributed around three fairly small ponds, Joe to share his blind with Gaspar Macready. His heart sank a little, as Macready's outfit was the perfect-in-every-detail type, the almost certain give-away of the inexperienced hunter.

He wore a shooting jacket, pants and hat—all matching; and a red scarf with a large gold pin in the shape of a shotgun. Slung casually over his shoulder was a brand new pigskin leather case, holding a flask of port and one of brandy. His cartridge case was streamlined and unscratched.

When Joe and Gaspar Macready reached their assigned blind, Joe asked Macready to toss a coin to see who would take the first bird. Joe lost. Macready would start. One of the things Joe had learned about duck shooting at an early age was the importance of not competing with the man in your blind—you weren't rivals, but partners. You should never fire at the same bird at the same time, and if several came over together the gunners should understand without words which bird belonged to each. If a single duck came up that man should shoot at it from whose side it came, using both barrels before his companion shot. If they came constantly from one side, usually the leeward, turns should be taken. At any rate, the important thing was to establish a working system—and that is what they did.

They settled back in the blind, glad to get out of the sharp wind, and sat, waiting. Joe was afraid Macready was going to turn out to be one of those restless sitters—the kind who are afraid of silence, especially at six o'clock in the morning, and so keep up an endless stream of small talk. But he was wrong; after loading, Macready sat quite still.

Joe thought back over the last duck shoot he'd been on—it had been a highly organized and ruinously expensive affair. A syndicate of sportsmen had been formed which raised birds for release in the fall. When Joe had first heard about it, it had sounded like poor sport, but actually it had turned out to be very interesting shooting. The ducks were released at the top of a hill on a windy day to fly back to their native pond. By the time they were over the heads of the waiting gunners in scattered butts they were travelling at about sixty-five miles an hour. Joe's host on that occasion had told him the shoot cost about fifteen hundred dollars a day.

Macready passed over the brandy flask. Joe took a sip and had a sandwich. They sat in silence. About thirty minutes later a pair of ducks came in from directly behind them—low, over their heads. To Joe's surprise, Macready knew what to do. He whispered to Joe to let them come in. They alighted near the decoys. It wasn't long before a flight of ducks circled the pond twice—and then the fun was on.

A couple of hours later—Joe had used twelve cartridges and gotten two birds—they walked stiffly from the blind. By now a light rain had set in, and once again Joe had muffed his wardrobe by forgetting to bring a slicker.

Around eleven-thirty, bathed, shaved and relaxed, Joe came downstairs. Half-an-hour's reading of the morning paper and then everyone gathered in the living room. Mr. Turnbull made Martinis in an enormous glass shaker. Joe felt as if he had already been up for two days, so he was happy to have one.

One of the reasons Joe enjoyed a shooting week end more than any other in the year was that although it was often considerably less physically comfortable than a golfing, beach, or Virginia-hunting week end, there was a definite feeling of accomplishment about it. You felt, even if you hadn't hit a bird all day, that when you came back to the open fire, the hot bath, the Martini, the nap before dinner, you had genuinely earned them. To Joe, no other sport gave quite the same sense of contentment.

Another blessing of this kind of week end was the charming solicitousness of the women. They were forever hurrying you upstairs insisting that you get out of your wet clothes, forcing hot drinks into your hands, pampering you in every way. There was something about a fellow in a

(Continued on page 169)

The most precious gift

EAU DE FLEURS
CONCENTRÉE
a haunting fragrance — new to the new world, famous in the old

Leonid de Lescinski

EAU de FLEURS Concentrée $2.50
EAU de FLEURS Cologne $1.00 to $5.50
PARFUM No. 9 $2.75 to 60.00
DUSTING POWDER $2.50 SACHET $1.50
Plus Fed. Tax

JOE CARTER AND THE DUCKS

(Continued from page 168)

tweed coat, with a gun under his arm, that always seemed to go to their heads. (You were an outdoors He-man and they loved it.)

Even now, as he looked around, he saw Mrs. Martin pushing a stool under Mr. Martin's feet. It was a good sight. Joe approved.

Luncheon was at one. There was a good light wine and by the time Joe went back up to get dressed for the afternoon's sport he was feeling well-rested. The rain had blown over and there were glimpses of the sun through high-riding clouds. Joe put on another flannel shirt, open at the neck, his waterproof pants, and the Newmarket boots. Again he wore the skiing cap.

Mr. Turnbull led the party through the garden, down past some farm buildings and into an open field. Here the guns gathered, including the ladies. Duck shooting was a bit rugged for them, but field shooting was most agreeable. Mr. Turnbull took the far left post, asked everyone to guide on him and keep a thirty-yard interval.

Macready was in fine fettle. He was wearing high-laced boots, unnecessarily rugged for pheasant, more suitable for deer shooting in Maine, and a thick, lumberman's shirt. Joe made a mental note to check him after a couple of fields—he'd make a bet the sweat would be pouring off of him.

Joe was placed between Anne and Mrs. Turnbull. He noted with approval that Anne knew how to carry her gun and was dressed quietly and serviceably.

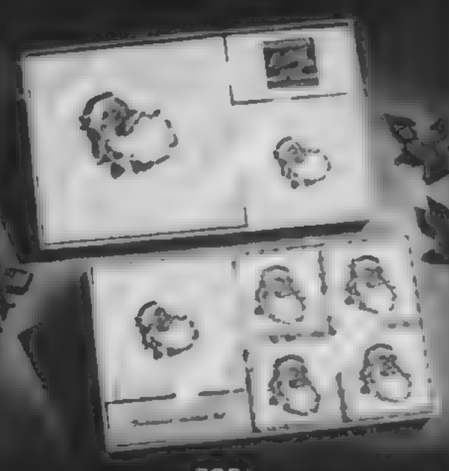
The first hour was fairly unproductive. As they started across the fourth field a pheasant jumped up in front of Anne. She got set to fire when there was a shot from down the line. The pheasant fell. Macready. It had been an excellent shot, but it was not his bird. There was some eyebrow raising and Joe saw Mr. Turnbull scratch the back of his neck irritably.

Around four, with a bag of twelve birds, the party went home.

Mrs. Turnbull had a complete English tea waiting—strawberry jam sandwiches, scones and honey, and chocolate cake. After his second cup of tea Joe felt his eyelids growing heavy. Excusing himself he went upstairs and fell into an hour's deep sleep. The butler called him with a cocktail. Joe stretched. Tomorrow was still to come. Tomorrow—another go at the ducks.

When SANTA COMES

he'll love these fine, imported English paper napkin sets. And so will all your party guests.



TOP:
18 luncheon & 18 cocktail napkins $1.00

BELOW:
18 cocktail napkins & 16 coasters made of absorbent 9-ply cellulose $1.00

AT THESE GREAT STORES AND MANY OTHERS
B. ALTMAN & CO., NEW YORK
SIBLEY, LINDSAY & CURR, ROCHESTER
THE HALLE BROS., CLEVELAND, OHIO
STIX, BAER & FULLER, ST. LOUIS, MO.
R. H. STEARNS CO., BOSTON, MASS.
GIMBEL BROS., PHILADELPHIA, PA.
MANDEL BROS., CHICAGO, ILL.
SCHUSTER'S MILWAUKEE, WIS.
CROWLEY-MILNER CO., DETROIT, MICH.
A. HARRIS & CO., DALLAS, TEXAS
JOHN A. BROWN, OKLAHOMA CITY
THE JOHN SHILLITO CO., CINCINNATI
DAVISON-PAXON CO., ATLANTA, GA.
FREUND-MAYER & CO., INC.

Enter in style with

Sendra GLOVES

Your Sendra Gloves won't just keep you warm—they'll keep you colorful—add the right accent, the smart dash of elegance and style to set off your ensemble. Sendra Gloves are tailored of luxurious fabrics. Don't forget your Sendra's—the finishing touch!

EISENDRATH GLOVE CO. 173 W. MADISON ST. CHICAGO 2, ILL.

Christmas Angel

Leonora®

GOWN OF THE MONTH

Behold! The perfect gift for the sophisticated seraphim on your list . . . discreetly daring at the throat, bewitchingly demure at the shoulders. In celestial BurMil satin misted with gossamer lace. Heavenly pink, ciel blue, antique white, sizes 32 to 40. Only about $6

At your favorite store or write
LEONORA silk underwear co., inc.
112 Madison Avenue, New York 16

if
it's
beautifully
perfect
and
perfectly
beautiful

it's
by
Pilcher

PILCHER
PRECISION
POINTS

Exquisitely engraved designs on gold plate and satin silver finish. Interlocking lid eliminates powder sifting. Velvet-lined jewelers box for both. $10.00 the set. No Federal Tax.

OTHER COMPACTS
& CIGARETTE CASES $1.50 TO $25.00

J. V. PILCHER MFG. CO., INC.
LOUISVILLE IN KENTUCKY

VIRGIN ISLAND REPORT

BY ETHEL FROST MAGUIRE

"DON'T you sometimes long to go back to the Islands?"

We had spent six years on the island of St. Croix and had just returned to New York, where my husband was an engineer. This question started a new trend of thought and a tremendous longing to return.

But there were no openings for engineers and, of course, how to make a living was a most important point.

"Why don't you start a guest house?" our friend suggested. "You like people."

Two months later, I was on the old Furness Line *Nerissa*, to see if I could find a suitable location. This was before the Islands were "discovered," and I was lucky enough to be shown an old ruin of a house on St. Thomas which had originally been built in 1829 for a French merchant named Lavalette. In 1900 it became "Taylor's 1829," a fascinating but decrepit boardinghouse. For the past four years it had been boarded up and abandoned. However, after a machete slashed through what was once the patio, and the magnificent old staircase to the upper terraces had emerged, I was sold. I cabled my husband to join me.

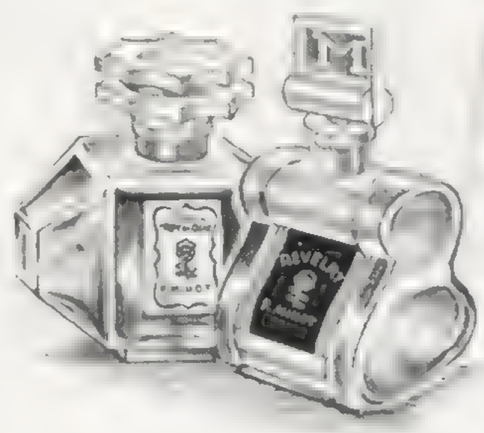
The day he arrived it was pouring. The jalousies were swinging on broken, rusty hinges and bats were swooping in and out of the house. We both wondered what we were letting ourselves in for, but loved it so that the very next day we bought it.

In restoring it, we tried to keep the building as near to the original as possible. Off came layers of white, yellow, and grey paint until we got down to the original, soft Mediterranean pink. We stripped grey plaster from the walls of the big kitchen and whitewashed the stone walls underneath. This became our bar. We built a bright, modern kitchen where an old charcoal room had been. When we ripped up tattered linoleum which had been cemented in the living room we discovered a beautiful floor of handmade Spanish tiles. We took down broken boards from one of the walls and found two lovely old cupboards with hand-hewn shelves. (The room they were in is the one in which Gertrude Atherton wrote *The Conqueror* during the Taylor régime.)

It took three months to complete the restoration and almost immediately we were in the hotel business. Today we have almost seven thousand names in our register, including royalty. One night we counted among our dinner guests Justice Douglas of the Supreme Court, Mr. and Mrs. Francis Biddle, the Roy Howards, and Mrs. O. O. McIntyre.

There are two fallacies that should be corrected before one comes to the "Virgins" to live permanently.

(Continued on page 171)



CRÊPE DE CHINE
REVELRY
Perfume
Eau de Cologne
MADE PACKED
AND SEALED
in France
F. MILLOT
PARIS

you'll find me only on fine
Handkerchiefs

BLOCH FRÈRES
TRADE MARK REG.

BLOCH FRÈRES
Look For The Red, White And Blue Designer Label
AT FINE STORES
11 East 38th Street, New York City

Pretty and Practical
BRA-TOP SLIP

ASK FOR
uni-slip
U. S. PAT. 2064409
SELF-ADJUSTING
ELASTIC BACK,
LATTICED RIBBON
BRASSIERE-TOP SLIP

AN EXCLUSIVE PRODUCT
OF
Label of Distinction

Phil-Maid
Lingerie

PHIL-MAID, INC.
1026 W. JACKSON BLVD., CHICAGO 7, ILL.

VIRGIN ISLAND REPORT

(Continued from page 170)

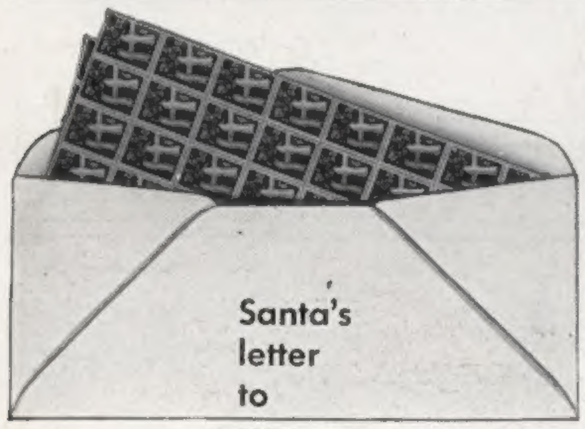
Living is *not* cheap and living is *not* an idyllic dream. Rents used to be low, but are mounting rapidly. Good maids are available for about twenty dollars a month, but each does one thing only—there is no such thing as a general houseworker. With the exception of native meat which is reasonable, and good if properly prepared, and native fruits and vegetables, which can be obtained if one gets to market early and has established friendly relations with the market women, all other food has to be imported. Freight rates on supplies are high, and the landed cost often doubles the original cost of the article. Everyone who has read about the Islands knows that cigarettes are ten cents a pack, Scotch two-fifty a fifth, and the best French liqueurs three dollars; and that Danish silver, French perfume, English gloves, tweeds, and doeskin can be bought at a fraction of the "stateside" prices. In other words, the necessities are dear and the luxuries cheap.

The beaches are beautiful and free of dangerous fish. The climate is delightful, with the exception of September and October when the trade winds die down and the humidity builds up. But from December first to July first we use light blankets, and July and August are far cooler here than in New York.

Probably the most important essential for life here or in any other tropical country is patience plus a sense of humour. The sense of humour is particularly handy in dealing with native help. One day we went to cocktails at the home of a dowager. Everything was done beautifully, the drinks deliciously cold, the canapés hot, and the butler in a freshly starched white uniform—and bare feet.

[EDITOR'S NOTE: *Ethel Frost Maguire is the owner of "Hotel 1829" at Charlotte Amalie, St. Thomas, Virgin Islands, U. S. A.*]

VOGUE
INCORPORATING VANITY FAIR
IS PUBLISHED SEMI-MONTHLY
EXCEPT FOR THE MONTHS OF JANUARY, DECEMBER, JUNE, AND JULY,
WHEN IT IS PUBLISHED MONTHLY.
THERE WILL BE ONE ISSUE ONLY IN JANUARY.



Answer the *once-a-year* Christmas Seal letter . . . and you make possible the *year-round* giving of health, life itself.

Your contribution will support the research, education, case-finding, and rehabilitation programs of the National Tuberculosis Association and its affiliates — which since 1904 have helped to spare almost 5,000,000 lives. Yet, TB still kills more people between the ages of 15 and 34 than any other disease.

So, please, as part of your giving this year, remember Christmas Seals.

Answer the letter that saves lives — send in your contribution, today.

BUY
CHRISTMAS
SEALS

Because of the importance of the above message, this space has been contributed by

THE CONDÉ NAST PUBLICATIONS INC.

A QUALITY BAG, SOLD ONLY AT QUALITY STORES.

marcraft

Just what She's Always Wanted

It's an underarm bag — it's a portfolio — it's a perfect traveling companion. And it's a beauty. Of generous size, with plenty of extra compartments, zipper pockets — safe and spacious hideaways for documents, passport, tickets, and currency. A typical example of Marcraft styling and superb workmanship. Of finest top grain leather in black or brown.

About **16.50** *plus tax*
Others from $5 to $27.50

H • MARGOLIN & CO • INC. • 330 FIFTH AVENUE, NEW YORK 1

CHRISTMAS STENCILS

(Directions for stencils on page 125)

Now here are the simple (we hope) directions on how to transfer the designs of Vertès to your Christmas wrapping paper or cards. First of all we must send you to an art store to buy the following items: an Xacto stencil knife (50c), six #24 blades for it (10c each), and a #3 Grumbacher stencil brush ($5). (We're sorry that we can not say, "Use an old shaving brush or a complexion brush," but they are too soft.) Then you will also need one or two 5-or-10c mixing brushes, some stencil paper, poster paints, and we suggest a roll of Scotch tape for the inevitable mistakes. And don't forget to buy the plain wrapping paper, or coloured paper, which you then will design with a steady (?) hand.

If the man in the house, husband, brother, or son, has a shirt that has seen better days, we suggest that you use it for a smock. Have a couple of old saucers handy to mix your paints in, and some scrap paper to rub your brushes on, and where you can try a few practice strokes.

Now place a thin piece of paper over the Vertès design you have chosen, and trace the lady or the reindeer. Turn the paper over and blacken the whole reverse side of the design with a soft pencil. When it's good and black place it on your stencil paper. Draw over the lines of the design again and you will find that you have transferred it to the stencil paper.

Next step: put this paper on a good "cutting place," we suggest a breadboard, and cut the design out with your Xacto knife. If your hand slips in this process, and you find that you have made a wicked slash on the paper, don't give up. Just Scotch tape it together again on the reverse side. Now mix your paint with a little water, not too much, for you want it fairly heavy. Drop one mixing-brushful of paint into a saucer (that's all you need) and rub your stencil brush in this. Whisk it over a piece of scrap paper so it will not be too full of paint.

Then (after you have practiced), put the stencil cutout on your wrapping paper, hold your brush gently, like a pencil (this is important) and paint. Result: a Vertès lady or reindeer painted by you on your own Christmas paper. Remember that you only have to make one cutout, then you can shift the paper to repeat your design, in different colours, if you like.

Here are some practical "Don'ts." Don't try this with oils; stick to poster paints (they have the proper consistency). Don't scrub or backstroke with your brush; the paint should not be too, too smooth. It will dry evenly if you apply it gently, as though you were sketching. Don't let your stencil slip. Hold it steady with one hand while you paint with the other. And don't get your paint too thick or have too much of it on your brush, or you will find that there will be bubbles under the stencil. If this does happen, wipe off the back of the stencil and start over again.

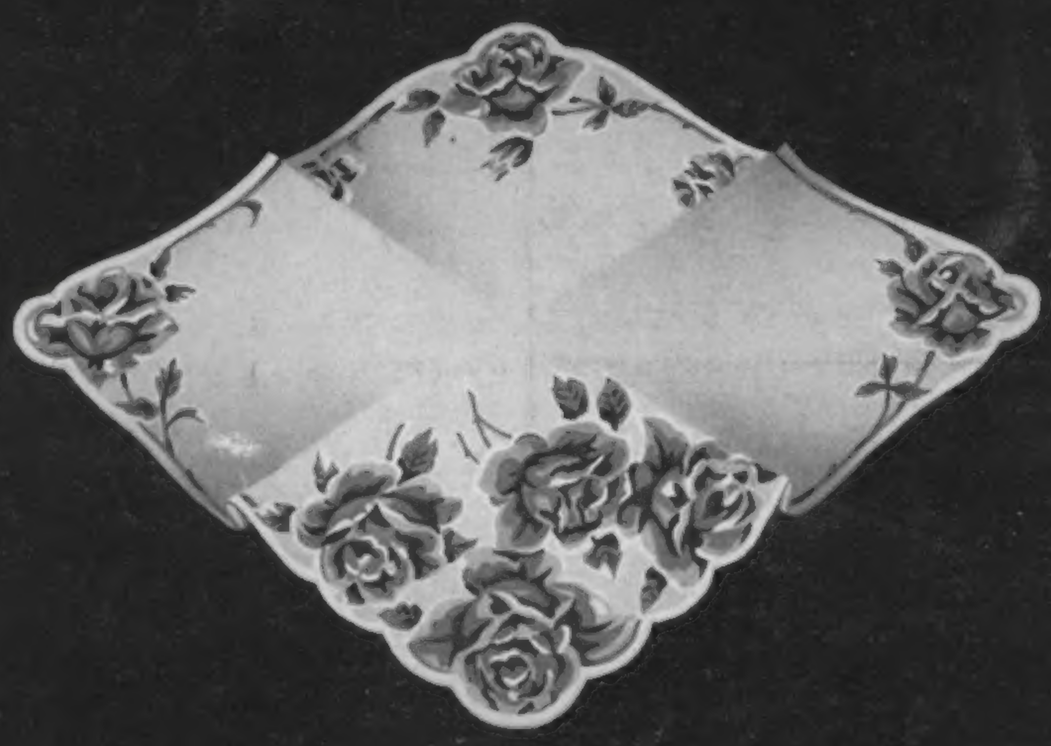
If you follow the "Do's," and pay attention to the "Don'ts," we think that you will have fun; we know that you will have unique and handsome wrapping paper.

THE PRESENT WITH A FUTURE

A United States Savings Bond

GIVE a Bond. Give it in its Christmas jacket (provided by your bank or post office). Give it to a grownup; to a child. A wonderful stocking present, a wonderful *big* present, a wonderful surprise present, a wonderful last-minute present. Give a Bond.

Handkerchief of The Month *



ROSES FOR CHRISTMAS GIVING . . . A gay holiday sentiment remains forever in Burmel's fine linen handkerchief . . . unusual colored backgrounds and hand rolled scalloped hems add a new and dainty touch. About 50¢ at leading stores everywhere. Look for the Burmel label.

Burmel — New York
Reg. U. S. Pat. Off.

EVERY FUR COAT NEEDS A "Coat Conformer" †

PATENT PENDING

HOLDS A GARMENT THE IDEAL WAY . . . AS IT WOULD HANG ON A DRESSMAKER'S FORM

Used by Thousands of Furriers for Their own Stock!

Adds to the life of your fur coat or cloth coat by maintaining their Shape and Fit!

An Ideal Xmas Gift!

only $1.39

Sold at Leading Department Stores Throughout the Nation
Manufactured by:
COAT CONFORMERS, Inc.
333 Seventh Ave., New York 1, N.Y.

†Trademark

PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.

Shulton GIFT STARS

OLD SPICE for MEN—Shave Soap in Mug 1.00;
After Shave Lotion 1.00, 1.75;
Mug, Lotion and Talcum in set 3.00

FRIENDSHIP'S GARDEN—Tissue Box with Dusting Powder, Toilet Water, Body Sachet 3.00;
Bath Bounty Box with 10 individual Bath Salts 1.00

DESERT FLOWER—Purse Perfume 1.50;
Toilet Water and Dusting Powder in set 2.50

OLD SPICE TOILETRIES—Toilet Water with atomizer 1.50;
Purse Perfume in Christmas Dress 1.00;
Treasure Chest with Toilet Water, Dusting Powder, Body Sachet, Toilet Soap, 3 individual Bath Salts, atomizer 4.50

Now, you can choose at leisure, from the whole galaxy of 83 Shulton Gifts, .50 to 8.00. Ask for color leaflets at your favorite Toiletry Counter or write to Shulton, Dept.27, Rockefeller Center, New York 20, N. Y.

PRICES PLUS FEDERAL TAX, EXCEPT SOAP

Beautiful Hair

B R E C K

ENJOY BRECK HAIR AND SCALP TREATMENTS AT YOUR BEAUTY SHOP

Having a Breck Treatment at your Beauty Shop is a way of improving the condition of your hair and scalp. A series of Breck Hair and Scalp Treatments given before and after your permanent will help keep your hair in the best possible condition. A Breck Hair and Scalp Treatment includes a massage with Breck Hair Cream No. 1, a shampoo with the correct Breck Shampoo for your particular hair condition and a final relaxing massage with a Breck Hair Lotion. A Breck Hair and Scalp Treatment will thoroughly cleanse the scalp and remove loose dandruff. It will leave your hair clean, fragrant and lustrous.

Breck Hair and Scalp Preparations are available at Beauty Shops and wherever cosmetics are sold.

JOHN H BRECK INC . MANUFACTURING CHEMISTS . SPRINGFIELD 3 MASSACHUSETTS
NEW YORK . SAN FRANCISCO . OTTAWA CANADA